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ABSTRACT

As the final report of the Intergovernmental Conference on Communication Policies in Africa, this document states the objectives of the conference, which are closely related to the topics upon which conferees focused. These topics, as discussed in this report, are (1) communication policies and planning in Africa; (2) problems and perspectives of communication in Africa; (3) development of modern national communication systems; (4) regional and international cooperation; and (5) recommendations on communication policies, language policies, traditional modes of communication, technological issues, broadcasting, storage of information, information flow, communication satellites, research and training, African regional cooperation and unity, and international cooperation. The conference agenda, opening and closing addresses, and lists of participants, members, and documents are appended. (HOD)

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Intergovernmental Conference on Communication Policies in Africa

Yaoundé (Cameroon) 22-31 July 1980

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FINAL REPORT

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Background

1. The Intergovernmental Conference on Communication Policies in Africa was held in Yaoundé, Cameroon, from 22 to 31 July 1980. Organized by Unesco with the generous collaboration of the Government of the United Republic of Cameroon, this ministerial level conference was convened by the Director-General in accordance with resolution 4/9.4/1 adopted by the General Conference at its twentieth session. The conference was the third in a series of regional conferences on communication policies. The first was held in San José (Costa Rica) for Latin America and the Caribbean in 1976, and the second in Kuala Lumpur (Malaysia) for Asia and Oceania in 1979.

2. Among the main objectives of the conference were: an assessment of the problems and perspectives of communication in Africa; the role of communication in a global approach to development with particular reference to education, science and technology and culture; an analysis of the implications of development of modern national communication systems; the determination of needs and priorities and discussion of issues connected with technical co-operation between African countries and of international co-operation, including the role of Unesco.

3. African Member States invited to send delegates were: Algeria, Angola, Benin, Botswana, Burundi, Cape Verde, Central African Republic, Chad, Comores, Congo, Egypt, Ethiopia, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Socialist People's Libyan Arab Jamahiriya, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mauritania, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tomé, Senegal, Seychelles, Sierra Leone, Somalia, Sudan, Swaziland, Togo, Tunisia, United Republic of Cameroon, Upper Volta, Zaire and Zambia.

4. Member States of Unesco outside the Africa region were entitled to send observers to the conference.

5. The Holy See, and Zimbabwe, which is not yet a member of Unesco, were invited to send observers.

6. Others, also invited to send representatives or observers, were: African liberation movements recognized by the Organization of African Unity; 18 international organizations in the United Nations system, 13 intergovernmental organizations and 40 international and regional non-governmental organizations.

7. Representatives of 28 African Member States attended the conference as participants. One non-Member State in the region, 6 non-African Member States, the Holy See, the United Nations and 5 organizations and agencies in the United Nations system, 4 intergovernmental organizations, and 9 international and regional non-governmental organizations were also represented at the conference which was attended in all, by 105 delegates (including 13 ministers, deputy ministers and permanent secretaries) and 43 observers. The list of participants appears as Annex IV.

Preparations for the conference

8. Preparations for the conference included three consultations among media practitioners and communication scholars in Africa, all held during the period 17-19 September 1979, in Dakar (Senegal), Freetown (Sierra Leone) and Nairobi (Kenya). In addition a number of studies were undertaken on communication problems in Africa. The conclusions of the consultations and the findings of the studies, which were discussed by a working group of communication specialists who met in Nairobi from 24 to 28 September 1979, provided elements for the main working document for the conference (CC-80/AFRICOM/3). The conference also had before it a provisional agenda (CC-80/AFRICOM/1) and an annotated provisional agenda (CC-80/AFRICOM/4).

9. Several monographs on communication policies in various countries, publications in "The reports and papers on mass communication" series published by Unesco, and reports of a number of meetings and conferences related to communication convened by Unesco, were made available as reference and background documents to all delegates. Delegations were also provided with copies of the report of the International

Commission for the Study of Communication Problems ("MacBride Report"). The list of documents appears as Annex VII.

Opening of the conference

10. His Excellency, Mr. Ahmadou Ahidjo, President of the United Republic of Cameroon, presided over the opening ceremony which took place on 22 July 1980 at the National Assembly of Cameroon, Ngoakele, Yaoundé, the seat of the conference, in the presence of Mr. Amadou-Mahtar M'Bow, Director-General of Unesco, Mr. Guillaume Bwele, Minister of Information and Culture, and the diplomatic corps.

11. The Honourable Minister of Information and Culture, in welcoming the participants, said, "In welcoming today delegates from our brother African countries, under the auspices of Unesco and in the presence of the man who so felicitously guides our country's destinies, Yaoundé thus becomes the crucible in which, by a process of dynamic concertation, Africa's contribution towards the solution of the problems of information and communication must be hammered out before the General Conference of Unesco to be held in Belgrade in September".

12. The Director-General of Unesco, in his opening address, expressed his gratitude to the Cameroon authorities, especially to His Excellency the President, Mr. Ahmadou Ahidjo, and the Minister of Information and Culture, Mr. Guillaume Bwele, for the generous hospitality extended to delegates to the conference and welcomed all the participants who were meeting in a country "which, by virtue of its position on the continent at the junction of geographical, linguistic and cultural areas and the varied nature of its colonial occupation may be said to reproduce at the national level all the specific features of Africa". He said the conference formed "part of the lengthy efforts made by Unesco to give increasingly considered thought to contemporary communication problems, in order to foster improved use of the mass media for the advancement of all peoples, particularly in the fields of education, science and culture, and to help bring about a truly free and balanced flow of information both internationally and within each region and society".

13. Turning to the consequences of trends and practices in world communication and information flow, the Director-General first drew attention to the tremendous progress of contemporary science and technology; this had made possible the development of the modern communication facilities that enabled us to be informed of daily world-shaking events as they occurred, and also to face the main challenges to mankind as a whole.

14. Mr. M'Bow then referred to the conflicting implications of a use of communications media and techniques based on an acceptance of the inequitable relationships existing in the world today.

15. Speaking of specific features that could in his opinion enrich national communication policies in Africa, Mr. M'Bow laid emphasis on interpersonal and group communication and on the consequent need to establish suitable links between the most vital forms of such communication and the mass media. Africa, he said, would appear to be a particularly propitious testing-ground for such syntheses.

16. Mr. M'Bow also spoke of international, regional and subregional co-operation, which as things were seemed to him to be the only possible way for Africa to overcome many of the shortcomings found in the continent.

17. In conclusion, the Director-General said that Africa, which by putting an end to the colonial period in human history had shaken to its very foundations a world order that for nearly 500 years had rested on increasingly absolute domination by a few nations over all the others, now had "to put all its strength into refashioning a new and fairer world communication and information order for itself and all the peoples of the world". (The rest of the speech is in Annex II.)

18. Inaugurating the conference, the President of the United Republic of Cameroon extended a warm welcome to the delegates and the Director-General of Unesco. "It is our conviction", he said, "that the world today needs modern communication systems which, instead of reinforcing dependence and domination through ideological or cultural subjugation, may rather help to foster dialogue and communication between peoples, promote scientific, technological and educational development, facilitate the adaptation of technologies to the realities and needs of each nation, and allow the affirmation or reaffirmation of national values by peoples whose awareness of their identity is based upon a long history - in a word, to create the conditions for giving and receiving, i.e. for a free and balanced exchange".

"It is this that makes communication and information the nub of this great debate, whose outcome will go a long way towards deciding the future of mankind. The United Republic of Cameroon means to contribute to it through the various international organizations responsible." (The President's address appears in Annex II.)

Organization of the work of the conference

19. At the conclusion of the inauguration ceremony, the heads of delegations held an informal meeting to confer among themselves on the election of conference officers. Thereafter, the conference assembled in plenary session.

20. On the proposal of the head of the delegation of Tunisia, Mr. Guillaume Bwele, the Minister of Information and Culture of Cameroon, was elected President of the conference by acclamation.

21. After thanking the conference for his election he set the tone of the conference, saying that "a discussion about communication in Africa seems to us to be in the fullest sense of the word a real experiment in the 'liberation' of man at all levels. It demands of us full awareness of our responsibilities in the concertation that lies ahead,

which must be both a meeting of cultures and a dialogue between civilizations for the establishment of a just and peaceful world".

22. The conference then addressed itself to the provisional agenda, and under item 3, adopted its rules of procedure.

23. Under provisional agenda item 4 the conference elected the following Vice-Presidents:

Mr. Mansour Hassan, Minister of Information, Arab Republic of Egypt;

Mr. Edouard Tani, Minister of Information, Upper Volta;

Mr. Joao Sa Silva Melo, Director-General of the Angolan Press Agency - Angola;

Mr. Maurice Ekue, Chief Editor at the Directorate of Information and Propaganda, Benin;

Mr. Ntsane, Director of Broadcasting, Lesotho;

Mr. Sidi Ould Cheikh, Director of the Press Agency of Mauritania;

Mr. Alhaji Ibrahim Jimeta, Permanent Secretary, Department of Information, Executive Office of the President, Nigeria;

Mr. Bogue Makele, Deputy Permanent Delegate of Zaire to Unesco, Zaire.

24. Mr. Muhammed Musa, Counsellor, Permanent Delegation of Nigeria to Unesco was elected Rapporteur-General.

25. The conference decided to establish two Commissions. It elected H. E. P. Oloo Aringo, M. P., Minister for Information and Broadcasting, Kenya, as Chairman of Commission I, and Mr. Mustapha Masmoudi, Permanent Delegate of Tunisia to Unesco, as Chairman of Commission II. The Steering Committee of the Conference was thus constituted, consisting of the President, the Vice-Presidents, the Rapporteur-General, and the Chairmen of the two Commissions.

26. The Director-General of Unesco expressed his deep sense of satisfaction at seeing Zimbabwe represented at the conference. He warmly welcomed Mr. Justin Nyoka, Secretary of Information, Republic of Zimbabwe, and said this was the first time that the newly independent country had taken part in a Unesco conference. He looked forward to Zimbabwe becoming a Member State of Unesco. The Director-General's sentiments were echoed by the President of the conference and by all other speakers.

27. The provisional agenda was approved and adopted as the agenda of the conference.

28. The conference met in nine plenary sessions and six sessions in commission. Agenda item 6 was discussed in plenary sessions; agenda items 7 and 8 were dealt with by Commission I and Commission II respectively; thereafter the agenda item 9 was debated in the plenary.

COMMUNICATION POLICIES AND PLANNING IN AFRICA

29. The 16 delegates and 9 observers who spoke in the first four plenary sessions devoted to item 6 of the agenda virtually covered the entire range of topics before the conference. It was evident from the richness of the presentations that the participants viewed national communication policies and planning as being both conceptual and operational; communication as being highly multidisciplinary and policy-formulation as an exercise which needed to take into account the development of man as the ultimate goal in a world which is characterized by its complexity, and its problems inherent in the living together of peoples as communities, as cultural groups, and as nations.

30. Recognizing that interdependence at all these levels was a daily and inescapable reality, most of the speakers underlined the fact that the formulation of national communication policies needed to be guided by history and tradition, and based upon a set of principles and objectives, while it endeavoured to provide the conditions necessary for the full utilization of the potential of the human being, both as a cultural unit and as an innovator in an era of rapid change.

31. Most speakers therefore stressed the fact that Africa was unique among the various regions of the world in so far as it had the least developed modern communication infrastructures side by side with highly effective interpersonal and traditional information networks which were exclusive to its own genius.

32. The main challenge before policy-makers therefore was to strike the necessary balance between the two which would ensure that in the process of developing modern communication systems that were vital for economic, social and cultural development of their societies, no irreversible damage is done to existing human interactive mechanisms which give Africa its unique social and cultural character, the most notable aspect of which is the community spirit that it has been able to sustain and promote in a larger world which has begun to be gravely concerned with the problem of the isolation of man.

33. Most of the presentations echoed the sentiments expressed by the President of the United Republic of Cameroon, Mr. Ahmadou Ahidjo, in his inaugural address: "national policy which calls for the definition of a specific policy on information, requires, within the framework of self-reliant development, the revival of our traditional cultures, our national languages as well as the rational tapping of traditional means of communication because the freedom of speech we are advocating here should not exempt us from fulfilling a basic cultural requirement, namely that which calls for the assertion of the Cameroonian and African personality in all fields in so far as the awareness of our national identity, which infuses our policy of national construction in its entirety, shows that we reject all cultural alienation, that we have enough creative force to give this identity substance in every sphere, and that we are for ever determined that we shall ourselves forge our own destiny".

34. Earlier, the Director-General of Unesco, Mr. Amadou-Mahtar M'Bow, in his opening address to the conference had referred to the relationship between the traditional and modern forms of communication. "It is not possible", he said, "to over-emphasize here the implications for individuals as well as for societies of

the invasion of uniform behaviour patterns that is undermining interpersonal communication and causing mankind as a whole to be threatened by an irreparable loss of cultural substance. Admittedly, there can be no question of forgoing the advantages of contemporary technology; rather, the necessary links need to be made between the living forms of interpersonal and community communication and the mass media. Such a symbiosis, for which the need is increasingly being recognized, can be successful only in those cases where traditional forms of communication have retained their significance and force.

"Africa would appear to be one of the places that constitute a particularly propitious testing ground for such syntheses, without this impeding the necessary development of modern communications.

It appears essential for there to be developed in the world a communication network consisting of a large number of systems tailor-made to each society, in which advanced technologies, instead of imposing a hard-and-fast single model everywhere, may flexibly be adjusted to the needs of all human communities. Instead of sending out a single message, this world-wide network would be open to a symphony of words, images and sounds reflecting the infinite variety of human societies and faithfully expressing the most deep-seated aspirations of all societies."

35. Some of the delegates who took the floor described in some detail the present state of development of their communication infrastructures and went on to identify their needs and priorities as dictated by their countries' aspirations and goals. Others began by voicing the general imperatives of communication in their own societies and then went on to specify the many problems with regard to building communication structures which could meet their peoples' requirements. Out of the presentations emerged a total picture of not only the present state of communication in the African region but also of the key issues confronting policy-makers. Many speakers gave explicit examples of the ways in which major policy questions had been tackled in their own countries through constitutional measures, legislative enactments, charters, codes of ethics of journalists, etc. which facilitated the tasks of information gathering, processing and dissemination. They also spoke of institutional mechanisms which had been set up to meet such vital needs as trained manpower at all levels from administrators to programme producers, technicians, maintenance personnel, etc., to teachers and researchers. This exchange of practical experiences and of problems and priorities as well as of conceptional approaches by delegates from Member States, was supplemented by the information provided by representatives of intergovernmental organizations and international and regional non-governmental organizations, five of whom spoke during the discussion of item 6 in plenary.

36. The representative of the Organization of African Unity (OAU), who was invited to be the first speaker in the opening plenary session, gave a comprehensive account of his organization's activities in the field of information at the regional level, with specific reference to the stages of development achieved by the Pan-African News Agency (PANA) and the Pan-African Telecommunications Network (PANAFTEL) projects, in both of which OAU had worked closely with Unesco and had received assistance from the Economic Commission for Africa (ECA) and the International Telecommunications Union (ITU). The representatives of ECA and ITU provided additional data on PANA and PANAFTEL as well as other regional initiatives including projects envisaged within the overall framework of the "Transport and Communications Decade in Africa" proclaimed by a United Nations General Assembly Resolution at its 32nd session in 1978.

37. The representative of the OAU, speaking on behalf of the Secretary-General of the Organization assured the delegates that the OAU, convinced of the role of information and communication in bringing about a new international economic order would like to work towards and assist in setting up an "African information system" which could meet the needs of the region. Apart from the development of infrastructures, such a system would call for research and training institutions to provide the necessary manpower support. The speaker indicated that the development of any such system would, of course, call for a "political will" on the part of African nations.

38. In the presentations which followed, the existence of such a political will was clearly manifested by the delegates from Member States. Many of them spelt out in detail the steps that their governments had taken, and are taking, in co-operation with communication specialists and media organizations, not only to formulate policies, but also to develop their communication systems, on the basis of well-defined overall national goals.

39. One delegate, for example, mentioned that his country had recently set up a new body to co-ordinate all activities in the field of culture and communication, including broadcasting, the press, the cinema, etc. It had also codified the rights of journalists and had made a policy decision that the publication of newspapers was open to anyone who wished to do so.

40. A second delegate informed the conference that, as a result of a series of seminars and workshops which brought together "experts in all the areas of communication in order to come out with serious recommendations for adoption of a clearly enunciated policy", he had called for "the setting up of a National Press Council". Another delegate said that, as a result of the discussions at the Intergovernmental Conference for Co-operation on Activities, Needs and Programmes for Communication Development organized by Unesco (Paris, April 1980), his government had set up a national communication committee to draw up a clearly enunciated communication policy as well as a plan for the development of his country's communication system. Several other delegates also assured the conference that their governments were in the process of setting

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up policy-formulating mechanisms and institutions to develop communication strategies, especially for developmental purposes in such areas as agriculture, health, nutrition, etc. An observer stressed the importance of recognizing that training institutions need not only to turn out professionally responsible journalists, but also middle-level administrators and extension workers at the grass-roots levels in other sectors of development.

41. The theme of overall national development and the role of communication in promoting such development took on the greatest significance in the presentations of all of the delegates. Within the African context the essential function of communication was described as the diffusion of developmental information to the people so that economic, social and cultural benefits could accrue to the largest number in a speedy and effective manner. Several speakers made specific mention of the need for information on science and technology not only to the metropolitan areas but also to the rural areas.

42. In this context, a number of speakers made special mention of the urgency of tackling the question of illiteracy in large parts of Africa. This posed a major challenge in view of the multiplicity of languages in virtually all of the countries of the region. This multiplicity of languages should not only be viewed by policy-makers as a problem, but also as a resource which needed to be mobilized in view of its potential for information exchange and for interpersonal relationships and community life. A great deal of the cultural heritage of the various communities of Africa could only be sustained and encouraged through the medium of local languages. However, efforts also needed to be made to promote the use of regional languages to encourage communication within and among communities and between nations. The success of Swahili as one of such languages was acknowledged by many speakers. There were suggestions that similar efforts could be made with such other languages as Hausa, Yoruba, Fulani, Malinké, Kikongo and Wolof which are also used across national frontiers. Such efforts, in addition to promoting cultural identity and national integration would also help immeasurably in bringing about regional cohesion and understanding. For this reason, it was suggested that African governments should be encouraged to develop language policies along with the formulation of communication policies.

43. Several speakers noted, in this connection, that Unesco had lent its support to such formulation and implementation of language policies. They particularly mentioned the "Ten-year plan for the systematic study of oral traditions and the promotion of African languages as media of culture and instruments of lifelong education"; also that the Organization had launched Project "Horizon 2000" which attempts to encourage Member States to define a strategy for the use of African languages as media of communication, and which would enable African languages to become instruments for the acquisition of knowledge and modern technological know-how before the end of the century.

44. While noting that the promotion of African languages would solve to a great extent the problem of cultural influences from outside, one speaker made specific mention of the present state of book publication in the world. Due to the dominance of a few languages, he said, book production and distribution were presently in the hands of only a few countries.

45. All speakers were generally agreed that if communication were to be effectively used for development purposes and for cultural integration and identity, policy-makers would need to look into the question of the use of multiple languages in some depth. Several speakers described the ways in which their media have already attempted to reach different linguistic groups in their own countries. While this was possible, at least to some extent, in the case of electronic media, the problems were far greater in the case of the print media. Although the reasons for this were largely attributed to the fact that literacy rates were low, it was also pointed out that distribution facilities were not adequate in many countries, especially those which had a large land mass and where rural communities were separated by great distances and difficult terrain.

46. Several speakers also made mention of the high cost of newsprint, almost all of which needed to be imported, and the lack of necessary advertising support owing to limited industrial and commercial interests because of low circulations. The problem, therefore, was a complicated one. In this connection, several speakers acknowledged the efforts being made by Unesco as well as some regional organizations and national training institutions to encourage and promote the development of a rural press and the expansion of the metropolitan press into a multi-language operation. It was noted that it was possible to envisage the granting of subsidies by governments to encourage such development, without necessarily curtailing the freedom of publishers and of editors.

47. The question of freedom of the press and freedom of expression was taken up by a number of speakers following an intervention by an observer from an international non-governmental organization, who had suggested that the problem of flow of information in Africa would be more easily solved if a free press existed in the countries of the region. Reacting to this statement one of the speakers commented that the concept of the freedom of the press needed to be examined more thoroughly by those who propounded it without bearing in mind that the profession of journalism operates within given contexts. He went on to say that what the conference was attempting to do was to see that African news was made available to Africans within the African context in a manner compatible with the values inherent in the African context. Another speaker stressed that the concept of the freedom of the press ought no longer to be used to propagate the monopolistic manner in which the international press had developed. Monopoly, he added, was

contrary to freedom. Freedom should be available to everyone.

48. One of the delegates in his intervention at a later stage in the discussions explained the relationship between the government and the media. This relationship, he said, should not be interpreted as posing a danger to freedom of the media. In fact, if the government did not either subsidize existing media or establish new media units, many countries in Africa might not have any press or other mass media at all for lack of private entrepreneurship owing to the limited economic capacities of the general public. Several other speakers had already made references to the constitutional provisions in their own countries guaranteeing the freedom of the press. Recalling this, one speaker pointed out that African countries were not the only ones where the State intervened to sustain a press. He suggested that State subsidies or control does not mean lack of freedom. Another speaker declared that "Africa does not have to learn about freedom from others".

49. In various other interventions which dealt with the general topic of the present situation and trends in communication policies in Africa, many speakers urged the need for defining freedom of the press against the background of societal needs, especially those aimed at promoting economic, social and cultural development. In any such redefinition policy-makers needed to keep in mind the importance of decentralization and democratization of the media, of access to the media and participation on the part of the larger public in communication systems. In other words, not to allow the media systems in their own countries to develop along models which had initially originated within other contexts and for reasons which were no longer relevant within African societies. Hence, they said, the demand for a new world information and communication order.

50. Throughout the discussions on item 6 of the agenda, the delegates, while addressing themselves mainly to questions relating to national communication policies as well as to issues which were especially relevant to the national and regional context, evoked the concept of a new world information and communication order. They recognized that national communication policies had direct and indirect influence upon (while being influenced by) the overall global situation in so far as the flow of information in and out of Africa was concerned. Most speakers pointed out that if a new information order was to be established the strengthening of national communication systems, especially in the developing countries, was of the essence. Unless the developing countries, and especially those in the African region, increase their capacity to produce, to process and to disseminate information that could be effectively shared with the rest of the world, no new order could possibly be established. This would mean that the countries of Africa would need to provide themselves with the facilities that would enable them to build the necessary capabilities. A number of speakers listed in some detail the essential prerequisites for Africa to participate in the global communication system. They hoped that with the political will that was evident, the determination which most Member States had already indicated, the efforts which had indeed begun in most of the countries and with the commitments that the African Member States had made in international forums, that that day could not be far off.

51. In this connection a number of delegates referred specifically to the Intergovernmental Conference for Co-operation on Activities, Needs and Programmes for Communication Development (Unesco, Paris, 1980) and especially to the recommendation which was adopted unanimously at that conference calling for the establishment of an International Programme for the Development of Communication under Unesco's auspices. Several of the speakers, who had in fact participated in that conference referred to some of the issues discussed by that meeting. Among the main needs and priorities identified by the conference were the development of adequate infrastructures within developing countries to increase the capacities for endogenous production of programmes, the design and development of appropriate technology, manpower development to provide the necessary personnel to produce and maintain the necessary equipment, programme producers and other media professionals as well as highly-skilled teachers and researchers. The recommendation called for a suitable financing system to ensure the satisfactory implementation of the programme.

52. Many of the speakers felt that the recommendation of that conference to which they had already subscribed made it incumbent upon them to mobilize the necessary resources for the development of their own communication infrastructures, while seeking additional funding through bilateral and multilateral mechanisms.

53. Recognizing that the development of infrastructures needed to be accorded the highest priority, they stressed the fact that such infrastructure development did not necessarily refer merely to the acquiring or the production of hardware alone. A number of complementary services and institutional arrangements also needed to be taken into account by policy-makers. While telecommunication facilities, for example, were indispensable for the transmission of messages of an educational, cultural, scientific and developmental nature, what was equally important was the personnel necessary to maintain and operate the available equipment. Provision also had to be made for the training of professional personnel capable of producing suitable messages to make optimum use of the available hardware. Some speakers suggested that in many developing countries scarce resources were often spent on the acquiring of modern sophisticated equipment without enough attention paid to this question. It was also stressed that a great deal of preparatory work was essential before decisions were taken on the choice of systems. One speaker said that many African countries found themselves in a state of dependence both from the point of view of maintaining the acquired equipment as well

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as in programme materials because of inadequate advanced planning and an evaluation and study of available options.

54. In this connection, one speaker pointed out that African countries, at the point of achieving independence, found themselves in a state of dismal inadequacy in so far as communication infrastructures were concerned. Hence they had to invest large amounts of material resources into communication development so as to meet the the immediate and urgent needs of their peoples. Meanwhile the pace of technological innovations had gathered a momentum which virtually nullified any efforts at modernizing their communication networks.

55. For these reasons, according to many speakers, the countries of Africa needed to find ways in which they could mobilize to the fullest the available communication networks, including the traditional and interpersonal. In so far as research and development of appropriate technology as well as of the training of personnel was concerned they could join hands at a regional level so as to reduce the burden of any single country to handle the task of such development on its own.

56. Many references were made to the ways in which bilateral and international assistance could be sought. However, as some speakers pointed out, policy-makers and planners should ensure that such assistance, whether given in the form of equipment or expertise, did not bring with it either the continued danger of dependence or of inappropriate professional models, techniques and cultural values. For this reason it was advisable for African countries to rely to the extent possible on their own resources, especially with regard to training programmes. Several delegates made specific mention of existing institutions and called for the strengthening of such institutions rather than the creation of new ones. They identified a number of institutions, many of which were already receiving trainees and students from other countries.

57. The twin themes of regional co-operation and self-reliance thus permeated the wide-ranging discussions on item 6 of the agenda. The delegates were thus not only identifying the major needs and priorities of African countries in the field of communication, but also defining for themselves the essential approaches to communication policy formulation and to planning. A number of guidelines thereby emerged. These may be summarized as follows:

(i) Communication needs to be recognized as essential to economic, social, educational and cultural development.

(ii) Such recognition would entitle communication to its rightful place in overall national development plans alongside other vital sectors of society such as agriculture, health, industry, etc., which it assists in many important ways while being a developmental sector in its own right.

(iii) Communication's ultimate goal should be seen as the betterment of man, not only as an economic and social unit, but as a cultural entity and with the potential for contributing in many ways to the enrichment of the community of which he is part. To reach that potential he needs to be informed and educated and given the opportunity to participate fully in socio-cultural activities, including communication itself.

(iv) Such participation would only be possible if he is provided with the necessary facilities such as access to communication media, the right to self-expression and the right to make his opinions known. Among the ways in which such facilities may be provided would be the decentralization and democratization of the modern means of communication.

(v) In the course of developing modern communication systems, policy-makers should ensure that no irreversible damage is done to the existing traditional and human channels of communication which have long served as vehicles for information exchange as well as art forms and the carriers of cultural values and beliefs through succeeding generations.

(vi) Communication should therefore be seen as a complex social phenomenon and as a set of varied activities and exchanges between individual groups as well as nations. It is not merely the flow of information, nor does it encompass only the mass media. For this reason different parts of a communication system have different roles, even while complementing each other. Besides, being a social phenomenon, priorities and needs as well as strategies for communication development vary from society to society. The fact that a certain model may have succeeded in a given country does not necessarily mean that it will succeed in another context.

(vii) Apart from overall policy formulation and the planning of strategies for communication development, the need for tailor-made approaches are particularly important in the area of communication technology choices. What is essential is a great deal of preparatory work before choices are made from among available alternatives.

(viii) For this reason policy-makers would need to arm themselves with a great deal of basic data as well as research findings both with regard to social structures, media habits etc., as well as the pros and cons of technological options within their own contexts.

(ix) This would necessarily entail the development of institutions capable of data gathering, sociological research and also the training of personnel with expertise in the operation and maintenance of the chosen technologies. It would also entail the need to ensure that the continuing requirements of policy-makers for assessment of further needs as well as of evaluation of ongoing programmes are met.

(x) In the process of decision-making on the needs of communication development in individual countries, policy-makers are often confronted with financial and other constraints. Therefore they should be aware of the possibilities for sharing human and material resources as well as of utilizing the services and facilities available in other countries within the region.

(xi) In sharing available regional and

international resources, policy-makers would need to dovetail communication policies into overall national policies based upon national needs and priorities as well as norms determined within the context of national sovereignty.

(xii) On the other hand, policies would also need to take into consideration certain universal principles established in covenants, declarations, conventions and charters to which a given nation-State has subscribed, and the principles which govern the practice of communication, especially keeping in mind the sanctity of human rights.

PROBLEMS AND PERSPECTIVES OF COMMUNICATION IN AFRICA

58. Commission I, which had been requested to discuss this subject, held six working meetings from 24 to 29 July 1980. Under the chairmanship of H. E. Mr. Oloo Aringo, Minister of Information of Kenya, it elected H. E. Mr. Zacharie Myboto, Minister of Information, Postal and Telecommunication Services of Gabon, and Mr. Nathan Epenu, Director of Information (Uganda) as Vice-Chairmen and Mr. Smail Atmane, Assistant Director for Regulations (Algeria) as Rapporteur.

59. The Chairman, after introducing the topics under item 7 of the agenda, "Problems and perspectives of communication in Africa" and in the working paper CC-80/AFRICOM/3 (pp. 12-25), suggested that the Commission considered them one by one. The Commission adopted this method but preferred to alter the order of the topics. It was also proposed that the opportunity be taken to exchange experiences and news between the delegates from the various countries.

(a) The role of communication in a global approach to development, especially as regards education, science and technology, and culture

60. This topic was the subject of animated discussion during the first working meeting of the Commission, in which 15 speakers took the floor.

61. Some speakers considered that the essence of this topic was the development of African man. This meant seeking out every approach that might contribute to harmonious self-realization at the national, continental and international levels. For the African, such development should take place in a co-ordinated manner, within an endogenous framework in which the greatest value should be attached to Africa's human and material resources but without discarding all the external contributions needed for the success of this endogenous approach to development. It had to be recognized that this development of African societies should in future place greater emphasis on the development of their communication systems and the use of information, training and education media. It was also suggested that Africa should rely more on its own spirit of creativity rather than blindly imitating what was done elsewhere in this sphere.

62. Against this background, it was proposed that certain actions be discussed that might be regarded as urgent and fundamental, within the communication process, for the needs of education in support of the development of endogenous technologies and the flowering of African national cultures. There was a need to set up education and teaching systems capable of stimulating the minds of young people and adults while taking account of the natural, historical and sociological realities of African societies; to institute a proper book-production industry so as to ensure the transmission of knowledge and the education of the masses; to undertake the integrated development of communication in rural areas.

63. One delegate pointed out that the development plans of many African countries did not place sufficient emphasis on communication. The conference was asked to recommend that African governments should in future attach greater importance to communication in their development plans.

64. On the question of whether the foreign media established in the continent constituted an obstacle to cultural development, one participant said that the programmes broadcast by such radio stations undeniably undermined the efforts of the African media, nurtured the survival of the colonial era and constituted weapons of cultural, economic and even political interference.

65. Several delegates were of the opinion that communication should be regarded as a means of enabling the government to establish and maintain contact with its citizens and as one of the chief links between the leaders and the masses, whereby the latter could be informed of the country's projects and activities and involved in discussion of them. The delegates stipulated that, to this end, public participation in the communication system should be guaranteed. Such participation would enable the media to achieve greater efficiency and would serve national development, particularly the development of education.

66. Some delegates stressed the importance of studying the needs of the rural population in order to integrate them better into the national and continental community and thus bring about the all-round development of African society.

67. Many delegates observed that the communication media in Africa should be used to combat illiteracy and supplement the role of the schools. By preventing the relapse into illiteracy and the breaking off of the learning process that could occur at the end of schooling, the communication media were in fact capable of providing continuity in education.

68. Most of the delegates turned their attention to the application of foreign technologies in Africa. In their opinion, such technologies should not be applied in the African context without certain precautions. Certain delegates thought there was no such thing as technology transfer in communication; it would be more appropriate to speak of technical co-operation. Africa should

aim to determine the place of technologies and the role they could play both in the realization of educational projects and in the establishment of a real link between generations.

69. The media, moreover, constituted an effective means of combating the isolation of country-dwellers, helping them to become aware of their citizenship and of their membership of the nation and the continent, imbuing them with a sense of nationality and creating a will to share the task of building the nation.

(b) Traditional forms of communication and modern means of communication

70. In the course of the discussion on this topic, all the participants pointed out that traditional modes of communication could play an important role in Africa and said it was necessary to attach priority to the study of specific means of communication in African societies. Many delegates observed that before the colonizers introduced modern media, Africans had communicated among themselves very extensively by traditional means, the modern media being used mainly by urban élites. In rural areas, Africans still communicated by traditional means such as fire, the sound of instruments, the market place, festivals, traditional theatre, and so on.

71. The Commission then considered the interdependence of traditional and modern means of communication. Knowledge could be made more accessible by a combination of these two forms of communication. It was proposed that traditional forms of communication and the way they fit into the development process in each of the African countries should be identified and listed. Certain delegates informed the Commission that their countries had already carried out a survey of these traditional means and had incorporated some of them with modern media.

72. In this connection, the Commission emphasized the need to evaluate the efficiency of means of communication. The fact was that certain traditional means of communication were outdated and devoid of utility. The use of traditional means should take account of their efficiency.

73. In connection with this proposal, one delegate laid emphasis on the shortcomings of communication science in Africa and particularly the lack of research on traditional forms of communication. He stressed the specific nature of traditional communication in Africa and emphasized the multiplicity, the accessibility to participation, the low cost, the integrative and non-alienating character, the adaptability and the popular qualities of these modes of communication. The question was how to make better use of traditional forms. Several participants suggested the listing of all traditional forms of communication in order to make better use of them; the retention of those traditional modes of communication that can positively assimilate modern forms of communication in order the better to reach the broad masses; that care be taken to ensure the continued dissemination of traditional forms of communication in cultivated circles in our societies, so as to get the élite more imbued with the cultural realities of our societies, and analyse the philosophical and ethical assumptions underlying these traditional forms and codify and systematize these forms as to their various manifestations, structures, modalities and uses.

74. In this connection, one delegate stated that rural communications should be made part of national development. In his view, efforts should be made to achieve better combined use of modern and traditional communication systems in both rural and urban areas with a view to ensuring improved acquisition of knowledge and the full flowering of national cultures.

(c) Public participation

75. Several delegates began by raising such questions as what was meant by "participation", what the public was participating in, why it should do so and how. They pointed out that participation by citizens in the communication process and public access to the means of communication should be regarded as an inalienable right. The right to communicate guaranteed the democratization of cultural and political life.

76. The speakers stressed the fact that communication is not an end in itself. They felt that "participation" must be taken to mean the role played by citizens in national development. They stated that communication facilities should serve the cause of development, contribute to the achievement of national objectives, preserve cultural values and strengthen national unity and regional solidarity. They asserted that each citizen should exercise his right to participate in building the nation.

77. A few delegates pointed out that in most African countries the media were in the hands of the government, which used them to address the people. The people, however, should not be regarded as passive receivers. Although the public certainly had the right to communicate, the problem was how to guarantee that right and ensure that the public had access to communication. The public as a whole should have the possibility of such participation, and not a minority or a few individuals. It was in the interest of society as a whole that public participation should be achieved. Several delegates pointed out that efforts to ensure public participation in the communication process should be made with due regard for each country's political and economic conditions, the limits to participation frequently being determined by national ideology.

78. Many delegates stated that it would be desirable to give thought to the specific needs of rural areas and explore the ways in which country-dwellers could participate in the communication process. This was being achieved in several countries through rural radio and press services. Several delegates gave examples of such participation, referring to ongoing projects in their own countries. Rural newspapers in national languages, produced by villagers and reflecting the problems of rural areas were generally considered to be a

genuine form of public participation in the communication process.

79. The Commission was in favour of a quantitative increase in experiments of this kind with a view to enabling the public to take part in the preparation of the content of such newspapers.

80. A proposal was made to the Commission regarding immigrants' right to communicate. Immigrant minorities, for reasons that were sometimes political, had no opportunity to participate in communication unless an unusual event occurred in which they became the focus of attention. Immigrants often lived in isolation. It was at the national level that there was a need to break down such barriers to the progress of African unity. Steps had to be taken to promote national integration, to create a climate favourable to African unity and achieve immigrant participation in cultural events and in the preparation and dissemination of information.

81. Communication systems between the towns and the villages need to be set up in order to democratize and popularize culture. Press and radio networks should be established in the rural areas or developed where they already exist. The people of the rural communities should be regarded not as mere listeners but as actual "animators", creators of news and participants both in the process of producing information and in programmes for their community.

82. Some participants suggested laying down a strategy for public participation in the communication process. They pointed out that participation is closely linked to the question of decentralization. Hence there should be decentralization in the drawing up and execution of communication plans.

83. As to how public participation in the drawing up of radio programmes is to be achieved, some delegates indicated that in their countries there were consultative bodies with the task of making suggestions about the content of radio programmes. In this connection several delegates suggested to URTNA to investigate this question thoroughly to arrive at an exchange of experiences at continental level.

84. Public participation in the communication process will make possible reciprocal exchanges between the information source and the receivers. Allowing the public to participate in communication means recognizing its inalienable right to express itself. Several delegates suggested the mobilization of all available resources for the strengthening of national unity.

85. Some delegates stressed the need to democratize the communication process. It was suggested that governments should take steps to bring about the democratization of information. They added that the time when instructions for the carrying out of directives came from above or from outside was past, and that the citizenry now had the right to participate in decision-making.

(d) Communication as a means of affirming cultural identity and a tool of national and regional integration for the strengthening of African unity

86. The delegates expressed pleasure at the role played by modern technology in the promotion of African cultural identity and African integration.

87. Whilst recognizing the role played by modern technology in the promotion of cultural awareness, most delegates put forward the idea that the best way of using communication to assert cultural identity lay in integrating traditional and modern forms of communication in the interests of the citizenry. Such a symbiosis makes a country proud of its cultural heritage. The use of these modern methods must aim to deepen the feeling of nationhood to explain the objectives of national development. Means of communication must be a link between the past and the present, thus contributing towards the preservation of traditions.

88. Several speakers welcomed the role played by audio-visual methods in the political education of the African masses, particularly in the fields of painting, local history, folklore, traditional crafts, the arts, the theatre, music and dance. The use of this form of communication develops awareness in the minds of people, and a feeling of belonging to an African nation and the African continent.

89. One of the main functions of communication being to allow interaction and the transmission of information between individuals, the participants took the view that one of the best ways of asserting cultural identity was to use the mother tongue or national language. In addition to facilitating access to knowledge, language is one of the factors which gives the individual an identity, i.e. the feeling of belonging to a group. The use of the mother tongue or national language also makes possible more effective participation.

90. In addition to contributing to the assertion of cultural identity, language, which is a means of communication, was regarded by several delegates as an important and legitimate instrument of development. Campaigns on the subject of health, food, etc. carried out in several countries in national and local languages have been very successful because the public received the information in a language familiar to them. Politicians and others have been able to explain government policies on education, health, agriculture and national development in general by using languages understood by all. In the villages, the districts and the provinces (or regions), the citizenry played a larger part in drawing up plans and executing them because they could take part in the discussions in their own language or the national language.

91. Some delegates noted that in certain African countries there is still no communication policy. To this end, the delegates appealed to the governments of African Member States to lay down communication policies covering aspects of culture. They also asked African leaders to

formulate linguistic policies as part of their national priorities.

92. A number of speakers welcomed the contribution made by communication at the subregional and regional (continental) level to integration and to the strengthening of African unity and solidarity, through the work of regional and subregional organizations and the exchange of cultural products and information between various States. The process of exchange contributes towards better understanding and mutual enrichment between peoples.

93. Hence it was recommended that new regional and subregional organizations be set up, and existing ones strengthened, in order to foster cultural and political understanding between the peoples and Member States of Africa. It was recommended that school and university syllabuses should include subjects relating to the history, economics, geography and politics of other African countries, particularly neighbouring countries. The delegates requested Unesco, the OAU and other organizations to contribute towards the training of translators and interpreters in certain languages.

94. The OAU and Unesco were requested to give special help for the promotion and development of these languages so as to allow them to become official working languages at national and international level and also within the OAU. These organizations were also invited to give material help to the regional centres engaged in collecting oral traditions, and to promote national and regional languages. The members of the Commission congratulated Unesco on launching the "Horizon 2000" project, which aims to encourage Member States to lay down a strategy for the use of African languages as a means of communication. This should make it possible for these languages before the end of the century to become means of access to knowledge and to the use of modern technology. They also thanked Unesco for contributing to the spread of Kiswahili by publishing a version of the Unesco Courier in that language.

95. Delegates took the view that to allow producers of radio and television programmes to draw up programmes suited to African audiences and African situations, training centres would need to be set up in Africa and exchanges of African communication specialists promoted between African Member States. Countries considering sending their trainees abroad should give priority to the possibilities open to them in other African countries. In this connection the delegates thanked those African countries which had offered training opportunities to newly independent Zimbabwe.

96. Delegates expressed regret that only 17 African Member States of the OAU had ratified the Cultural Charter adopted by heads of States at the 1976 Summit Conference. They asked those Member States who had not yet ratified it to do so in order to facilitate the implementation of the programmes provided for under it.

97. The role of communication in a global approach to development does not operate only through the major means of communication. In this connection some delegates stressed the role of other institutions such as libraries which are the ideal repository for collecting and disseminating culture. African governments should set up networks of libraries and foster their establishment and proliferation throughout their countries. Such a policy of public reading can only help in raising the cultural level of the masses and in the training and further training of the citizenry. African States should set up national libraries to store their cultural heritage. The governments of Member States were also requested to give financial support to the book industry, and to encourage authors and publishing houses.

98. Delegates also noted with satisfaction the efforts made by ICA in collaboration with Unesco and the OAU for the implementation of the recommendations of AFRICACULT.

(e) Information flow problems in Africa

99. Many participants said that the systems of information flow in Africa had been set up during the colonial period from a completely different standpoint not conforming to the interests of independent countries. But the economic situation of Africa since independence had not facilitated the setting up of new infrastructure for the development of information flow in the continent. What was now needed was to consider the development of flow both horizontally and vertically.

100. Information flow depends largely on the collection of news. Some participants pointed out that in many countries access to sources of information was not easy to obtain. They noted that in this area foreign correspondents were sometimes more welcome than national journalists.

101. Some participants raised the professional problems of communicators. The question here was above all the training of communicators within each country and the organization of the profession of communicators and journalists. Professional journalists' associations are not yet sufficiently organized among themselves, and this is a shortcoming at the continental level.

102. The Commission repeatedly concerned itself with the absence or weakness of news agencies in many countries. Some African countries have not yet set up national news agencies. To this end Unesco was requested to give top priority to the setting up and development of news agencies in Africa.

103. The Pan-African News Agency (PANA) was referred to several times during the sessions. The initiative taken by the OAU in setting up PANA was welcomed with satisfaction. Some delegates, however, pointed out that PANA is not yet able to fulfil the aspirations of African countries: its working still requires considerable effort and appropriate financial resources.

104. Many participants recommended the development of regional pools set up in conformity with the plans of PANA. Others suggested the establishment of new subregional redistribution centres which would be integrated with and reinforce PANA.

105. The observer of a regional organization in Africa said that a plan for an information network between the news agencies of six African countries had just been drawn up in collaboration with Unesco, and this network would be one link in the large continental network to be set up by PANA. This observer pointed out that Africa is at present exploited by sources outside the continent, and that African newspapers contain little information on neighbouring countries because of a lack of correspondents and of a system of information exchange between African news agencies.

106. Several participants stressed the role of PANAFTEL in the setting up of a new telecommunications infrastructure in Africa, and hoped that the objectives of this project would be achieved.

107. One delegate requested African governments to provide the necessary conditions for the development and strengthening of information flow. To this end African countries should work to establish national networks of libraries and documentation centres. This infrastructure was a basic foundation, encouraging the development of reading among the public and could represent efficient tools for general education, and university teaching and research in particular. Real links should also be set up between documentation, information and library activities, in order the better to serve the communication field.

108. One delegate, referring to the Declaration on Fundamental Principles concerning the Contribution of the Mass Media to Strengthening Peace and International Understanding, to the Promotion of Human Rights and to Countering Racialism, Apartheid and Incitement to War, stressed the principles of the new world information and communication order. He emphasized the need for the developing countries in particular to have conditions and resources such as will allow them to become stronger and wider and to co-operate among themselves and with the mass media in the developed countries for a better information flow. He pointed out that the new world information and communication order must be accompanied by political changes entailing the combating of any hegemony or imbalance between the developed and the developing countries.

109. During the last meeting, the Commission also examined the draft recommendations pertaining to item 7 of the agenda and adopted five of them before submitting them to the plenary. The draft report was also discussed and approved by the Commission.

DEVELOPMENT OF MODERN NATIONAL COMMUNICATIONS SYSTEMS

110. Commission II, which examined the issues of agenda item 8, held four ordinary meetings on 24, 25, 26 and 29 July under the chairmanship of H. E. Mr. Mustapha Masmoudi, permanent delegate of Tunisia to Unesco. The Commission elected as Vice-Chairmen Mr. Nkurabi Ngwanakilala, Director of the Department of Information and Tourism of Tanzania, and Mr. Moktar Diallo, Director-General of the Office of Radio and Television Broadcasting of Niger, and, as Rapporteur, Mr. Patrice Ntibandetse, Director of the Burundi Press Agency.

111. After introducing the main topics, with particular emphasis on the first, the Chairman declared the debate open. The delegates of the 22 Member States taking part in the Commission and the countries present as observers, the representative of the United Nations, the representatives of international organizations of the United Nations system, and the observers from intergovernmental and non-governmental organizations then began discussing the item before them. This report is based on the statements, observations and proposals made by the participants.

(a) Analysis of situations and determination of needs and priorities

112. The participants immediately stressed the inadequacy, fragmented nature and non-compatibility of the communication infrastructures available to most African countries. Many delegates drew attention to a number of problems impeding the development of communication in Africa, one such problem being the lack of endogenous methods for listing requirements and identifying priorities. It was also pointed out that although only 6 per cent of the projects planned for the first phase of the Transport and Communications Decade in Africa related to communications, this involved an investment of US $520 million over the years 1980-1983; and that every effort should be made to increase the number of projects devoted to mass media in the second phase of the programme for the years 1984-1988.

113. Most of the delegates expressed the view that, with respect to the mass media, the first priority was to develop radio broadcasting. In Africa, radio had shown itself to be the most effective means of reaching the various strata of the population, especially the rural masses. The delegates also came to the conclusion that everything possible should be done in rural areas to foster the development of low-cost technology printing units, so as to further expansion of the rural press. As a result of the fact that in many African countries feasibility studies are being carried out on the introduction or development of television services, the delegates discussed at length the problems associated with black-and-white and colour systems and infrastructure compatibility. The problems relating to the need for an African film industry were also discussed.

114. Having studied the relevant statistics, the Commission emphasized the need to develop use of the telephone, since the extension of networks would clearly exert an influence on the development of communications in development. The members considered that the African countries should not leave telematics and satellite-communication technology out of account and were of the opinion that regional co-operation should be developed in these spheres. As to the national co-ordination needed for the rational, smooth development of the different communication

networks, the participants expressed a desire for the establishment of national intersectoral councils composed of representatives of the competent institutions, information bodies and professional associations.

115. Having reaffirmed that infrastructure and occupational training problems are a matter of priority for Africa, several delegates spoke in favour of the establishment of co-ordination committees - groups or centres for reflection on communication at all levels. Their function would be to determine the needs and priorities with the highest possible scientific precision, to list the existing physical, human and institutional resources and work out the optimal utilization of such resources and to set up the necessary machinery for regional collaboration, within the framework of existing machinery. It was pointed out that the rational identification of communication needs and priorities was the only way of avoiding mistakes, overlapping and wastage of resources at a time when almost all the countries of the continent were preparing to acquire adequate systems. The representatives of several intergovernmental and non-governmental organizations expressed satisfaction at the fact that communication in itself was being recognized as a priority for the whole of Africa.

116. Several delegates drew attention to the existence, among the studies carried out in connection with the Transport and Communications Decade in Africa, of an initial inventory of basic communication needs, which could serve as the basis for research in greater depth.

117. Other delegates stated that there was still a long way to go before all the countries of the region managed to convert their policy of acquiring adequate communication structures into concrete action of a practical and economic nature. It was also said that there had been an insufficiently scientific grasp of needs and priorities, with the result that in some countries it was only the needs and priorities of urban élites that had been catered for, to the detriment of the rural majorities.

(b-1) Specific problems raised by the introduction of modern media, and ways of solving them

Financial aspects

118. The debate on the present situation and the identification of communication needs and priorities led naturally to an analysis of the first specific problem on the agenda: the problem of economic resources and the financial machinery the continent would need in order to face the problems of developing its own communication systems. It was emphasized, in this connection, that economic dependence all too often led to technological dependence, since foreign sources of finance frequently imposed a particular manufacturer's product, which amounted to the imposition of a particular technology.

119. The existence side by side of different development objectives, together with a lack of funds, produced a situation in which communication was often sacrificed for the sake of other priorities, communication in rural areas being the first victim. Several delegates also made the point that the industrialized countries - especially the former colonial countries - had historical responsibilities towards Africa and that the external aid desired should be regarded not as charity but, in some cases, as the just settlement of a debt.

120. The Member States appeared unanimously to favour solutions that could help to remedy these deficiencies. Self-help should necessarily be combined with one or more regional co-operation systems and - above all - international aid free of technological or ideological ties. There was a long debate on the desirability of resorting to a special fund and on the nature and management of such a fund. The Commission referred to the case of existing subregional bodies whose activities relate to the dissemination of information and culture, along the lines of the Regional Book Development Centre for Africa (CREPLA). The strengthening of such bodies was desired and the Commission requested Member States to pay regularly and in full their financial contributions to the budgets of those bodies.

121. One delegate proposed addressing a recommendation to Member States on the setting up of a special fund for the development of communications in Africa, to be supported by certain intergovernmental organizations but also to represent the chief result of a financial effort on the part of the African countries themselves. This proposal gave rise to a lengthy debate whose main features can be summed up as follows:

some delegates thought the idea had merit and that Unesco might be asked to look into the establishment of such a fund, but that caution was needed because the brunt of financing it would have to be borne by the African States;

others pointed out that the OAU Conference of Heads of State and African Movements, held in Freetown in July 1980, had ratified one of the recommendations of the Cultural Charter for Africa adopted in 1976, that relating to the establishment of an African fund for the promotion of culture; they thought consideration might be given to the possibility of enlarging the objectives of that fund so as to embrace communication requirements;

most of the speakers consequently thought that the system of financing and resources adopted at the Intergovernmental April Conference to support the International Programme for the Development of Communications should be raised to the status of an international fund; they also hoped that this fund would devote most of its efforts to Africa;

most of the delegates considered that a proliferation of such bodies was not desirable and that the African States should instead give their support, at the twenty-first session of the Unesco General Conference, to the project of setting up an International Programme for the Development of Communications, which had been approved by Unesco's Intergovernmental

Conference on the Development of Communications (Paris, April 1980). This was because they took the view that the international programme applied equally to Africa and that it would therefore be wise to wait before setting up a new fund and thus avoid a proliferation of funds for which there was no guarantee of financial means.

(b-2) Technological problems

122. The Commission devoted particular attention to technological problems, especially to the need for an endogenous technology in the communications field to be introduced gradually as a solution to the problems of the dependence of Third World (particularly African) countries on the industrialized world. To this end, almost all the Member States were in favour of setting up a group of African experts to advance and investigate ways and means of adapting communications technology to the needs of the continent. The task of this committee would be inter alia systematically to investigate the advantages and disadvantages of each technological option. It could also study the harmonization problems involved in the large-scale manufacture of equipment for the rural masses, such as cheap radio sets, portable battery television sets, etc., in order to bring the cost down. The group of African experts could also list those countries which already have a manufacturing or assembly industry for communication equipment, in order to give the others the benefit of it. The representative of a Specialized Agency of the United Nations system informed the Commission that a study of the choices and technological options for the development of radio broadcasting in the rural areas of African countries had been carried out and distributed to the countries concerned. The production potential for radio receivers in the continent could be reckoned at 50 million sets for the coming years.

123. Many speakers referred to Africa's need gradually to adapt and master all communications technology, including the latest (telematics and satellites, for instance). It was emphasized that African countries should make every effort to integrate modern technology with traditional forms of communication. The modernization task should also serve the interests of national sovereignty, and not drift in the direction of further dependence through the ill-judged importation of technology.

124. Reference was made, on this subject, to the encouragement of subregional groupings, and also the strengthening of existing machinery that could become the nucleus for the development of an endogenous technology. The latter's most valuable feature would be that it could be gradually adapted to the present and future needs of the region. The difficulty of completely mastering a technology which sometimes changes every two or three years was mentioned, but only to suggest that such difficulties should in fact stimulate Africans to act quickly in this field.

(b-3) The training of specialists at various levels

125. The promotion of an endogenous technology must be accompanied by the training of technical staff at all levels. The Commission was in favour of strengthening existing African institutions, and suggested the introduction of training courses for middle-grade staff for communications training institutions. Moreover, noting the lack of specialized centres for the training of high-level technical staff in Africa, almost all members of the Commission favoured the setting up of an African higher institution to train instructors and research workers for the adaptation of communications technology. Training abroad did not really meet the requirements of the user countries and was becoming more and more expensive; many delegates therefore advocated giving priority to local training.

126. The problem of the brain drain in all communications fields was also raised. This was regarded as one of the most serious kinds of impoverishment, and it was recommended that States should take steps to reverse this trend and set about making arrangements to allow the various national communications systems to use endogenous intelligence, talents and expertise as much as possible.

127. Moreover the lack of harmonization and co-operation between the various training institutes in the continent, the lack of high-level technical training institutions and the lack of centres of applied research in the communications field are additional handicaps. All these problems could be solved by a process of consultation and co-operation among institutions in Africa.

(b-4) The production and distribution of messages

128. The essential objectives of the introduction of a new world information and communication order in Africa were taken to be balanced between concentration on equipment and the taking over of responsibility for software, and the transition from consumption to production.

129. As regards the production and distribution of messages, most delegates first emphasized the importance of developing or setting up national news agencies, and also that of helping the newly established Pan-African News Agency (PANA). Despite the weakness of television infrastructure in Africa, most participants requested Unesco and the other organizations concerned to help in establishing an industry for producing television programmes adapted to the needs of African cultures. To this end, the Commission unanimously recognized the need to find ways of covering the production costs of the programmes, using to the full the cultural resources available and perfecting a production and distribution process to remedy the imbalances and disparities at present existing between African countries. There was also a request to increase assistance for URTNA's new Programme Exchange

Centre in Nairobi. The Commission also supported this centre's plan to organize a study into multilingual transmissions and welcomed URTNA's appeal to Unesco for assistance in organizing a symposium on the problems of multilingual broadcasting.

130. As regards the particular problems of distribution, most delegates stressed the thorny problem of frequency allocation, which is still a great obstacle to the development of the less well-endowed areas, and the need for lower tariffs for programme distribution and exchange. It was emphasized that African countries are increasingly obliged to devote part of the resources that could have gone towards the improvement of programmes and the training of communicators to the strengthening of their own transmitters, because of the increase in the transmitting power of the industrialized countries which increasingly disrupts their transmissions. Hence the Commission was greatly interested in the potential scope of direct satellite broadcasting and the use of frequency modulation for local broadcasting, particularly for isolated rural areas. In this context, several delegates referred to the problem raised by the activities of certain foreign radio stations with transmitting facilities on the African continent. They hoped that these broadcasting facilities would soon be given over to the production of national programmes reflecting the interests and direct concerns of African peoples.

(b-5) Social and technological research

131. Several delegates stressed the importance of research, which must guide the development of national communications systems, whilst taking account of planning methods adapted to the technological and financial conditions prevailing in Africa. They deplored Africa's dependence on imported research and noted what still needed to be done in this essential field, both as regards methodology and the necessary financial input.

132. Nevertheless, several African training institutes having the occasional or regular services of experienced teachers give priority for urgent reasons to training programmes concentrating on technical aspects and the in-service training of working journalists.

133. Throughout the discussions a tendency became clear to favour a plan to encourage research through a system of co-operation between African university institutes, which is already being studied. To achieve such an objective the institutes should also, in the opinion of the delegates, be able to acquire more comprehensive experience by establishing contacts with experienced foreign institutes.

REGIONAL AND INTERNATIONAL CO-OPERATION

134. The delegates reconvened in plenary on Monday, 28 July, in two sessions to deal with item 9 of the agenda. They had before them two specific topics to discuss: (a) technical co-operation between African countries with a view to better use of the mass media and more efficient information flow; (b) international co-operation and the role of Unesco.

135. Ten delegates, one observer from a Member State, one observer from a non-Member State and a representative of a non-governmental organization took part in the debate.

136. Most of the delegates briefly recapitulated their general approach to the overall theme of the conference and some of the references they had already made to the subject-matter under item 9 which they had earlier commented upon in their presentations under item 6 before going into specific discussion of regional and international co-operation.

137. Some of the more outstanding concerns of the representatives of Member States were therefore reasserted. Among these were questions related to the overwhelming problem of information imbalance, the need for countries of the region to redress this imbalance and bring about a new world information and communication order, the urgency involved in strengthening communication infrastructures individually and collectively and finally the ways and means by which they could mobilize international resources to supplement their own.

138. Several references had been made to the relationship between the new international economic order and the new world information and communication order. It was pointed out that the two went hand in hand and that without the one the other was difficult to achieve. One delegate drew a distinction between the two by suggesting that any new information order would essentially have to be of a qualitative nature and not merely quantitative. In other words it is not only the question of who produces how many messages but also what kind of messages. What made the present state of affairs unacceptable was the amount of distortion and the highly selective manner in which information on Africa was conveyed to the outside world. It was only Africa and Africans who could correct this situation by disseminating comprehensive and objective news and information about themselves. To be able to do so the countries of the region needed to develop their capacity together, to process and disseminate information not only within their own countries but among the countries of the region as well as internationally.

139. While infrastructure development may form an essential base, a great number of complementary actions also had to be taken in areas such as the building of organizational mechanisms and of institutions for training and research. Most of the delegates stressed in this regard that the main objective of African countries should be to strengthen the existing institutions rather than initiate new ones at this point. Several speakers made specific references to some of the passages in the working document of the conference which had listed some of the existing institutions. It had said "regional co-operation in the communications field, by means of which African States can meet their needs has apparently not yet been

fully achieved. It needs to be constructed on firmer foundations and given greatest scope. Various regional and subregional co-operation bodies in the communications field such as URTNA, ASBU, PANA, ACCE, AACTTI, CREPLA, Maghreb Vision, etc. ... have proved both viable and efficient. All these bodies aim to associate various countries or public and private bodies in the campaign to develop the media and the flow of messages".

140. More specifically, several speakers pointed to the need for regional efforts to be made to strengthen PANAFTEL so that a fully effective intraregional telecommunication system may be set up without delay. While welcoming the attempts made so far to develop the Pan-African News Agency, several speakers urged African countries to stand by their commitments to contribute towards its development. Some caution was however necessary so that the process of development was systematic even if relatively slow. Similarly the work of URTNA, especially in the area of programme exchanges, should be encouraged and strengthened.

141. The reduction and standardization of telecommunication tariffs was taken up by a number of speakers who suggested that the governments of the region should take co-ordinated action in this regard, so as to increase the flow of information between themselves as well as between Africa and other regions of the world. It was pointed out that efforts should be made to impress upon the industrially advanced countries that they should reduce their tariffs to facilitate information flow to and from the developing countries, especially Africa. One speaker suggested that the recommendation of the Intergovernmental Conference on Communication Policies in Asia and Oceania (Kuala Lumpur, 1979) on this subject was as relevant to Africa as it was to Asia and Oceania and that this conference should also come up with a similar recommendation.

142. With regard to training institutions, it was pointed out that although a number of existing institutions in various African countries were already receiving trainees and students from other countries of the region, these institutions needed to be strengthened with additional equipment as well as additional staff. This could be done through regional efforts. What was needed also was the training of trainers and the training of teachers. Such training would be better done by institutions in the region rather than abroad for the reason that teachers and trainers ought to be especially aware of local situations and of local problems and needs. A suggestion was made that Unesco should continue its programme of encouraging and assisting training and teaching institutions in Africa and should continue with its fellowship programme, hopefully on an increased scale. Unesco was also called upon along with other agencies of the United Nations system and of intergovernmental and non-governmental professional organizations to pay particular attention to the needs of African countries in both infrastructure development and training and research institutions.

143. Specific reference was made to the need for co-operation and co-ordination with OAU, ITU and the Economic Commission for Africa (ECA) which had also a great deal of experience in national and regional projects in Africa. Special attention was drawn to the projects proposed in the ten-year development programme under the "Transport and Communications Decade" in Africa. The United Nations representative outlined the Organization's information programmes on African matters. He was in favour of international co-operation marked by harmony and complementarity in order to achieve the objectives of a new world information and communication order.

144. Within the overall framework of technical co-operation among African countries several speakers pointed to the need for setting up information and documentation centres to facilitate the exchange of relevant information and of experiences between African countries. They pointed out that the collection and analysis of basic data was of prime importance to the countries of the region which still continued to suffer from a lack of such data. Also needed was an exchange of experiences between those countries which were relatively better endowed with know-how in the field and those which were not. Several delegates representing countries which had training and research institutions offered to exchange such information and experiences.

145. It was also suggested that efforts may be made to build institutional mechanisms for exchange of teachers and trainers between institutions so as to build a cadre of qualified persons who had the ability to train students from different countries in the region.

146. In this connection, one speaker pointed out that technical co-operation between countries should be viewed as being made up of three concentric circles, the first being at the subregional level, the second at the regional, and the third at the international level. Specific reference was made to the activities being undertaken by the Economic Community of West Africa.

147. In the process of collective action at these various levels, it was deemed necessary to have periodical assessments and evaluations of the programmes of subregional, regional and international organizations and of bilateral and multilateral agencies, so as to facilitate the revision and updating of projects as and when found necessary. Unesco was called upon to collect and collate information on the ongoing activities and programmes of organizations in Africa and to disseminate that information to Member States.

148. One speaker stressed the importance of "patient feasibility studies" before launching major projects. Initial enthusiasm may often otherwise lead to unrealistic, unmanageable and expensive projects which may suffer for lack of such preparatory work. This was perhaps more particularly true in the field of communication where changes occur at an extremely fast pace because of technological innovations.

149. Several speakers stressed the need for African countries to join together to develop the

capacity for research and development of appropriate technology and for endogenous production of equipment that could be utilized and maintained economically in countries which would be unable or unwilling to rely upon or to afford highly sophisticated technology which would continue to need to be imported at great expense.

150. Specific reference was also made in this connection to the dearth of local production of films in most African countries at the present time. One speaker suggested that a regional film production and distribution facility should be set up to overcome the present dependence, not merely on film production on African themes, both documentary and feature materials, but also on distribution networks which are controlled by multinational agencies. One speaker mentioned two institutions set up by the member countries of OCAM to superintend film distribution and production, namely the Intra-African Consortium for Film Distribution (CIDC) and the Intra-African Film Production Centre (CIPRO-FILM), both located in Ouagadougou. Other speakers referred to a similar situation in the case of book publishing and distribution. The suggestion was made that a regional book publishing and distribution centre should be set up to complement the activities of the Regional Book Promotion Centre in Africa (CREPLA) located in Yaoundé, Cameroon. In both these cases, it was pointed out that the need existed for multilingual production of films as well as of the translations of books in different languages to meet the needs of various language groups. It was also suggested by some speakers that the development of a rural press in Africa called for the training of journalists who could work in the local languages. Therefore they needed to be trained within the environments in which they live.

151. On the theme of dependence upon foreign sources for programme materials, films, books, common carrier traffic, etc. an additional point made was of the "ironical" situation in which telecommunication links between African countries are routed through third countries located in Europe. Many speakers felt that the development of the Pan-African Telecommunications Network would go a long way towards ameliorating the situation.

152. With specific reference to Unesco's contribution in the field of communication policies, all delegates expressed their appreciation of the efforts that the Organization had made since its inception to promote the development of communication infrastructures as well as of national communication policies. Specific reference was made to the more recent activities in its programmes which included the unanimous adoption of the Declaration on Fundamental Principles Concerning the Contribution of the Mass Media to Strengthening Peace and International Understanding, to the Promotion of Human Rights and to Countering Racialism, Apartheid and Incitement to War as well as to the report of the International Commission for the Study of Communication Problems. Within the context of international co-operation and assistance, the unanimously adopted recommendation of the Intergovernmental Conference for Co-operation on Activities, Needs and Programmes for Communication Development was referred to in some detail, especially with regard to the financing mechanism which it had proposed. A number of speakers, in this connection, felt that the International Programme for the Development of Communication which the conference (Paris, April 1980) had proposed to be established under Unesco's auspices should be supported by African countries when the question was taken up at the next General Conference of Unesco to be held in Belgrade.

153. Some speakers suggested that the International Programme for Communication Development (IPDC) should not be left entirely to depend upon voluntary contributions but that all countries should be called upon to support the programme on the basis of an agreed upon formula.

154. Other speakers pointed to the need for establishing a separate fund for the development of communication systems within the African region since the needs of Africa were far greater compared to other developing regions. Such a fund might either be constituted as a separate financial mechanism for Africa or form part of IPDC with a certain proportion earmarked for the region. One speaker suggested a combined fund for culture and communication within the framework of the Cultural Charter for Africa.

155. Within the context of the formulation of communication policies, Unesco was asked by several delegates to help promote and assist in the systematic collection of data and studies which would facilitate the planning of strategies at the national and regional levels. In co-operation with other Specialized Agencies of the United Nations, it was suggested that Unesco should assist the countries of the region, to develop the technical capacity, to build their communication infrastructures and to support training and research institutions. More specifically Unesco was asked to continue to work with regional organizations such as OAU and ECA, to assist regional communication projects such as PANA, PANAFTEL, etc.

156. Mention was made of the need for Unesco to work with ITU on feasibility studies leading to the development of regional satellites designed specifically to meet the communication requirements of the African region, especially as regards the exchange of news and information among African countries.

157. A number of references were made to the final report of the International Commission for the Study of Communication Problems (MacBride Commission) which, the delegates said, they had not yet had an opportunity to study in full. They suggested that the report be studied in detail before the twenty-first session of the General Conference of Unesco and that African countries make every effort to make a fruitful contribution to the deliberations of the conference on the basis of the comments and suggestions to be put forward by the Director-General and their own studies of the content of the report.

158. A number of speakers expressed satisfaction at the fact that Unesco had organized the Intergovernmental Conference on Communication Policies in Africa at an extremely appropriate time and suggestions were made that this should be followed up by similar conferences at intervals not exceeding three years. The head of the delegation of Burundi invited the Director-General of Unesco to organize such a follow-up meeting in his country.

CONCLUSION

Adoption of recommendations and of the final report

159. On the morning and afternoon of Wednesday, 30 July, the conference held its seventh and eighth plenary meetings, during which it considered and approved recommendations pertaining to items 6, 7, 8 and 9 of the agenda as well as the report of the plenary discussions on items 6 and 9. The conference also took note of the reports previously adopted by the two Commissions.

160. At the ninth plenary meeting, which was held on the morning of Thursday, 31 July, a declaration prepared by the heads of delegations of Member States represented in the conference was submitted to the conference on the proposal of the President and approved unanimously by acclamation. The text of this "Yaoundé Declaration" is reproduced in this report.

161. The Rapporteur-General submitted for consideration the draft final report, which was unanimously adopted by the conference.

Closing of the conference

162. At the closing meeting which took place on the same morning (Thursday, 31 July), after a short break, addresses were delivered by the Director-General of Unesco, Mr. Amadou-Mahtar M'Bow, and the President of the conference, Mr. Guillaume Bwele. (The texts of these addresses are reproduced in Annex III.)

163. After his address, the Director-General of Unesco awarded Unesco's silver medal to the Honourable Guillaume Bwele, Minister of Information and Culture of Cameroon and President of the conference, thanking him for his work and contribution to promoting international understanding and co-operation.

164. The head of the delegation of Algeria moved a vote of thanks to the Government of the United Republic of Cameroon which was seconded by the heads of delegations of Upper Volta and Angola.

165. The vote of thanks was approved unanimously and by acclamation. The text of the motion is as follows:

> The Intergovernmental Conference on Communication Policies in Africa, meeting at Yaoundé from 22 to 31 July 1980 under the auspices of Unesco,
>
> Expresses its sincere thanks and profound gratitude:
>
> to His Excellency Mr. Ahmadou AHIDJO, President of the United Republic of Cameroon, who honoured the opening meeting of the conference with his presence and, by his brilliant inaugural address, made a noteworthy contribution to the success of the conference;
>
> to the Government and people of Cameroon for the warmth of the welcome they extended to the conference and for their fraternal hospitality;
>
> to His Excellency Mr. Guillaume BWELE, Minister of Information and Culture of the United Republic of Cameroon, for having directed the work of the conference with competence and efficiency;
>
> to the Reception Committee and to the various public services of Cameroon for their real and energetic collaboration;
>
> to the Cameroonian press and radio for the high quality of their reports on the work of the conference;
>
> to the Secretariat of Unesco, in the person of its Director-General Mr. Amadou-Mahtar M'BOW, for his valuable assistance and his considerable efforts on behalf of the conference.

166. The President of the conference declared the Intergovernmental Conference on Communication Policies in Africa closed.

II. YAOUNDÉ DECLARATION

We, the representatives of the African Member States of the United Nations Educational, Scientific and Cultural Organization (Unesco),

Meeting at Yaoundé (Cameroon) from 22 to 31 July 1980 for the Intergovernmental Conference on Communication Policies in Africa,

Mindful of the great significance of the Universal Declaration of Human Rights and of the necessity of the fullest application of all its principles,

Recalling that one of the cardinal principles of human rights is the right to knowledge and education, and that communication, always an important vehicle for information and a tool for the acquisition of knowledge and know-how, has assumed a more important dimension in the life of societies because of the progress communication has recently made as well as the possibilities it offers for greater communicability among men and among peoples,

Mindful of the irreplaceable role that the mass media can play in building young nations, ensuring mutual respect among peoples, international understanding, educational and scientific progress, and strengthening cultural identity, as well as in eliminating racialism and apartheid,

Recalling the Declaration on fundamental principles concerning the contribution of the mass media to strengthening peace and international understanding, to the promotion of human rights and to countering racialism, apartheid and incitement to war, which the General Conference of Unesco adopted unanimously at its twentieth session,

Mindful that Africa has not so far been able to benefit fully from the possibilities afforded by the extraordinary advances in communication, science and technology, and that even though Africa has made significant strides towards the achievement of political freedom, the African man's search for the knowledge and information to which he has a right is seriously hampered by the great difficulties and numerous obstacles that he encounters in the field of communication, chiefly as a result of the damage caused by the colonial oppression and exploitation of which he has been the victim,

Noting that, to remedy the imbalances that are becoming steadily more pronounced between the different nations of the world, particularly between the highly industrialized countries and the Third World countries, there is an urgent need to improve the structure of communication in Africa and the present arrangement for news exchanges between it and the other continents,

Declare as follows:

I

In Africa, in the communication field more perhaps than in any other, the prevailing situation is the direct result of the heritage of colonization. Political independence has not always been followed by a decolonization of cultural life or by the elimination of many alienating factors imposed by the colonial system. Communication structures often still conform to the old colonial patterns and not to the needs and aspirations of the African peoples. We are resolved to decolonize them in their turn. We are also determined to extend the opportunities for social communication to the various social, cultural, political and economic groups that currently make up African societies.

There is an urgent need to give higher priority to the formulation of global integrated policies in the field of culture and communication, to the establishment and expansion of infrastructures for the exchange of information and cultural life, and to the endogenous production of all kinds of messages and cultural products.

II

Since their accession to independence all African countries have set themselves fundamental economic, social and cultural objectives in order to overcome the serious handicaps stemming from the after-effects of the long period of the slave trade and colonization. For many of them national cohesiveness and social integration within the overall development, the promotion of human rights, freedom of expression and equality between the sexes; similarly, it is resolutely fighting illiteracy, disease, hunger and all forms of social inequality.

We consider that, if information organs are systematically used to strengthen national unity, mobilize energies for development and greater participation by popular masses in communication and reinforce African solidarity and combat all that divides the African continent and prevents it from asserting itself in all its dignity, this will be a means of liberation and an expression of our peoples' freedom.

The Declaration on fundamental principles concerning the contribution of the mass media to strengthening peace and international understanding, to the promotion of human rights and to countering racialism, apartheid and incitement to war, which the General Conference of Unesco adopted at its twentieth session, highlights the responsibility of the mass media in combating the great scourges of mankind and in achieving its most noble ideals. Large-scale action by the mass media and the news agencies, both public and private, can facilitate positive mobilization of the creativity of the rural and urban masses and make it possible for them to give full expression to their aspirations and to the vision they have of their nation's future evolution. In this national effort, which presupposes a qualitatively new role for communication, free access to information is a factor that stimulates development. We need a new conception of freedom of information such as will truly enfranchise men and society instead of subjecting them to the conditioning of those who control the powerful communication media; such as will contribute to the democratization of communication and recognize the rights of individuals and peoples to be informed, to inform and freely to express themselves.

III

We Africans, like all other peoples, have inherited from the past great works of art, brilliant cultural traditions, undeniable original ways of thinking and modes of social life - an entire heritage of knowledge and wisdom of inestimable value. The forms of traditional and interpersonal communication have always been a powerful instrument for transmitting knowledge and the legacy of values accumulated within our societies. They have played an essential part in the fight to throw off the colonial yoke and unify the historical components of our identity. The multiplicity of our languages and our many-faceted cultures, instead of being a cause of divisiveness and conflict, should - once they have been taken into consideration as part of a rational communication policy - be seen as a historical fact, a source of mutual enrichment and a further sign of the strength of the Africa of tomorrow.

Africa represents a special human context, in which the living forms of traditional communication can be harmoniously linked up with the boldest conquests of modern communications. The systematic and apt use of local and national languages by the various media can help to prevent the gulf between the ordinary people and the élites from widening. Modern means of communication, by disseminating culture to a vast national and regional public, will enable each African people to gain deeper insight into their own personality and likewise to discover that of other countries.

IV

In Africa may be found a broad spectrum of communication technologies in use today, from the most ancient to the most recent. Messages and knowledge are exchanged by a variety of means ranging from ritual to the computer and from the tom-tom to the satellite.

The use of traditional media and circuits is not incompatible with advanced technologies. In the overall development effort simple and low-cost technologies can be associated with the use of the most sophisticated media.

The expansion of radio broadcasting does not replace the need for printed information, just as the spoken word does not replace the written word and television does not replace the traditional palaver. Consideration must be given to the use of computers, the establishment of earth stations for satellites and the setting up of data banks, while simultaneously developing telecommunication networks. Computer technology must be mastered today. Communication methods and media vary enormously; each country must clear-headedly and judiciously make its own choice.

V

Many obstacles still hamper the satisfactory implementation of national communication policies. Shortage of resources, both human and financial, is the major obstacle; but the rural areas' access to information must be increased, freedom of information guaranteed, the flow of news facilitated and journalists' conditions of work improved.

In addition to the internal obstacles there are also in particular the gross disproportion in communication capacity as between the industrialized and the developing countries, and the grip of the multinationals on world communication. The dearth of bilateral and multilateral help for the development of communications in African countries is also to be deplored.

But the solution of communication problems cannot be reduced simply to the transfer of technology or the mere redistribution of resources, although both for Africa and for the world these measures are an essential part of a new information and communication order. The solution of our problem remains intimately bound up with the defence of the fundamental freedoms of individuals and peoples - all peoples, and especially those who still remain the most underprivileged.

We also consider that we must deploy special efforts to increase the endogenous supply of messages of all kinds in order to fill the gaps of which external producers of messages - especially non-African radio broadcasts - take advantage.

It is also necessary to mobilize more national resources for the needs of communication, by wise overall planning such as to allow recourse to funds from different sources, both public and private.

We are thoroughly convinced of the need to implement communication policies effectively and to democratize the means of communication through active participation by users. We think that this democratization presupposes avoiding control by selfish pressure groups over the means of communication or their surrender to private interests alone to the exclusive benefit of the communication transnationals or monopoly by information professionals.

VI

The success of development in African countries will increasingly depend on the practice of collective self-reliance. This policy, based on increased confidence in inner resources and their capacity for innovation, is the only one calculated to reduce excessive dependence on the outside world. This is true in politics as in culture, in economics as in communication.

Communication and access to communication represent an individual and collective right, instead of being the prerogative of those who possess information facilities. We are therefore resolved to work to help change the present situation, in which man is all too often subjected to news framed by others for their own ends instead of receiving messages that take account of his aspirations and meet his needs. What goes for man goes for African nations: each should become more the subject and originator of its own communication activities.

We must do everything we can, and the international community must help us in this, to achieve independence in the field of communication as we have in the political field, by building communication systems which meet our needs, bear the stamp of our genius, and take account of our situation, needs and aspirations and make it possible to establish relationships of equality, equity and dignity with the rest of the world.

If we need to learn from others, we want their teaching to respect our dignity and be suited to our own needs and priorities. We are fully aware of the fact that Africa also is capable of contributing to the enrichment of the world heritage in the field of culture and communication.

We affirm our collective will, following this meeting in Yaoundé, to work with all our strength for the changes called for by the present world situation, so that every people may freely inform and be informed, full respect being accorded to their dignity. We are determined to work for the strengthening of our communication capacity.

We are prepared to co-operate with all those who, recognizing the need for solidarity among all peoples, are willing to co-operate with us to end the imbalances and historical dependence under which Africa is labouring in the sphere of information and communication.

We consider that all the competent regional and international organizations have a duty to co-operate with us with a view to eliminating all the obstacles that prevent us from affirming our identity and from enjoying freely and fully the freedom for which we have fought so hard.

We undertake to co-operate more closely with each other in the pursuit of our objectives, aware of our common destiny, the congruence of our aspirations and the complementarity of all our countries and also of the need to make more rational use of our limited resources through the widest and most fruitful regional co-operation.

We appeal to Unesco and the other bodies and agencies of the United Nations system to collaborate with us to establish a new world information and communication order that will open the way to progress and complete self-fulfilment for all peoples in peace, justice and freedom.

Yaoundé, Cameroon, July 1980

III. RECOMMENDATIONS

1. Communication policies

RECOMMENDATION NO. 1

The Conference,

Aware of the fact that African countries recognize the importance and the need for national communication policy,

Observing that though the available formal statements on communication policy in Africa have varied from country to country, depending upon the circumstances, traditions and levels of social, economic and political development of each country, they all share a basic feature in their alignment with national development objectives,

Noting that the allocation of resources, however limited they might be, for the development of communication infrastructure in all African Member States has always found justification in the role of communication as a key element in the development process,

Aware that in the absence of an overall communication policy, the various sectors and practices of communication in Africa are seldom co-ordinated and often at variance with national development goals,

Conscious of the relationship between development goals and communication policy as well as the consequent need for such policy to promote dialogue among and between all sections of the society and, in particular, in the rural areas where the majority of the African people live,

Recommends to African Member States the creation of national bodies with responsibility for the formulation, within the context of national development goals, of national communication policies and for the definition of mechanisms for the implementation of such policies;

Recommends also to these Member States that in the creation of such bodies particular attention be paid to the need for representation of all sections of the population to ensure that debate on communication issues is extended to all levels of the society;

Requests Unesco to continue its programme for the development of communication policies in Africa and to continue to provide technical expertise and other forms of assistance to Member States of Africa in their effort to formulate their own communication policies;

Invites Unesco to provide facilities and assistance for the establishment of an appropriate programme of collaboration among African Member States for the exchange of information and expertise on communication policy formulation and on policy implementation.

RECOMMENDATION NO. 2

The Conference,

Bearing in mind that the preceding intergovernmental conferences on communication policies organized by Unesco in San José in 1976 and Kuala Lumpur in 1979, as well as the five intergovernmental conferences on cultural policies organized by Unesco in Venice, Helsinki, Yogyakarta, Accra and Bogotá recognized the need for an integrated approach to problems of communication and culture and for concerted action in these two fields,

Recalling in particular the Recommendation No. 14 of the Accra Intergovernmental Conference on Cultural Policies in Africa in 1975, which after having considered the key issues on cultural identity, cultural development and cultural exchanges, concluded that there can be no effective cultural policy unless it includes a communication policy and that communication planning should be closely co-ordinated with the planning of cultural development activities,

Considering that the countries of this region are rich in ancient cultural traditions,

Considering further that media of communication, while offering unprecedented opportunities for the development of culture; may sometimes become a threat to cultural integrity, of cultural values and a vehicle for cultural domination,

Reaffirming the recommendations of the above-mentioned conferences that co-ordinated cultural and communication policies be devised by Member States,

Recommends to the Member States of Africa that they:

(a) formulate harmonized policies for culture and communication;

(b) promote the active participation of the community at large in formulating and implementing these policies;

(c) establish appropriate organizational and administrative structures at the national, regional and local levels for bringing about integration between culture and communication;

(d) foster an awareness on the part of communication specialists of the importance of the cultural aspects of their work, and on the part of culture specialists of the potentialities offered by modern communication media;

(e) take measures to promote the functioning of the media in their countries in such a manner as would help not only protect but promote traditional cultures in their countries;

Invites the Director-General:

to provide, at the request of Member States, technical assistance for designing, developing and evaluating an integrated cultural and communication policy and planning;

to further strengthen the existing links between culture and communication especially in the formulation and implementation of programmes.

RECOMMENDATION NO. 3

The Conference,

Recognizing the role of communications in national development,

Conscious of the vital need for continued solidarity and co-operation among African nations in their efforts for developing their communication resources and planning for the future of communications in Africa,

Aware of the fact that it is the primary responsibility of African States, governments and peoples to revive African culture, and to preserve Africa's heritage,

Reaffirming that the establishment of a new world information and communication order requires active participation of African governments, institutions and individuals in making it viable and effective,

Recommends to Member States:

to set up, in co-operation and co-ordination with African governments, local communication development committees, to study and work out plans for developing national capabilities and resources in the field of communications with a view to ensuring optimum and most effective use of African mass media and other methods of direct communication in the development process in the next twenty years;

Recommends to Unesco:

to launch an African-wide awareness campaign, in co-operation with African governments and institutions, with a view to give the principles of the Unesco Declaration on fundamental principles concerning the contribution of the mass media to strengthening peace and international understanding, to the promotion of human rights and to countering racialism, apartheid and incitement to war and to the Yaoundé Declaration the widest possible coverage in African media and through direct communication at all levels.

RECOMMENDATION NO. 4

The Conference,

Recognizing the vital role of communication in the economic, social, cultural and political life of African States,

Conscious of the need for adequate and diligent implementation of all resolutions and recommendations adopted on the international and regional levels pertaining to the development of communications and communication policies in Africa,

Aware of the need for the availability of adequate information on communication policies of African States and steps already taken to implement previous resolutions and recommendations,

Aware of the need for co-ordinated research on patterns of information flows in Africa,

Recommends to Unesco:

(i) to undertake or support an analytical compilation of resolutions and recommendations adopted on the international and regional levels pertaining to development of communications in Africa, and steps taken for their implementation;

(ii) to commission an in-depth study of communication policies in African States;

(iii) to give the widest possible circulation among African institutions of the results of these studies;

(iv) to work out a co-ordinated plan for communication research with special emphasis on inter-African patterns of flow with a view to developing inter-African exchange of news and cultural materials.

2. Language policies

RECOMMENDATION NO. 5

The Conference,

Considering the importance of African languages as a traditional vehicle of communication in Africa,

Stressing the need to promote African languages with a view to mass literacy and national, subregional and regional integration,

Aware that national, subregional and regional integration involves choosing the languages to be promoted,

Considering that the African communicator's role calls for mastery of the languages widely used by the masses,

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Referring to Recommendations Nos. 3 and 4 of the Intergovernmental Conference on Cultural Policies in Africa, organized by Unesco in collaboration with OAU in Accra in 1975,

Recommends to Unesco, OAU and other intergovernmental organizations:

that they make an effective contribution to the promotion of African languages widely used by the masses and the teaching of those languages in training schools for communicators, interpreters and translators and in institutes of higher education;

that they give support to the regional centres in Kampala, Niamey, Yaoundé and Zanzibar by assisting research projects on African languages and oral tradition, publishing studies carried out in this field and providing technical equipment;

that they adopt African languages widely used by the masses as official working languages;

that they lay emphasis on the translation of technical terms into these languages.

3. Traditional modes of communication

RECOMMENDATION NO. 6

The Conference,

Bearing in mind the ubiquitous presence and the deep cultural and historical origins of the traditional forms of communication,

Recalling the vital contribution of these traditional forms of communication to the transmission of knowledge and the cultural heritage of African peoples in the preservation of societies and their values,

Noting the multi-media, participatory, integrative, low-cost, non-alienating, adaptable and popular qualities of these media,

Anxious to promote cultural identity and to contribute African perspectives to the formulation of communication concepts, theories and strategies,

Considering the inadequacy of modern means of communication throughout the African continent,

Considering that modern means of communication require sophisticated technological equipment whose installation, control and use is still the preserve of the "rich nations",

Considering that communication media in general should hold up a mirror to society and reflect the deep-seated aspirations of the popular masses,

Considering that the present-day situation of our societies makes traditional means of communication an essential complement to modern means,

Recommends to Member States:

that they list all traditional forms of communication in order to make better use of them;

that they include, in their national communication policies, measures designed to ensure the greater use of traditional forms of communication for various social, educational and cultural purposes, and their integration with modern communication media, in national development projects;

Recommends to the Director-General the establishment, as a matter of priority, of a programme of research and action concerning the traditional forms of communication, with a view to:

1. analysing the philosophical and ethnical assumption underlying these traditional forms;

2. codifying and systematizing these forms as to their various manifestations, structures, modalities and uses;

3. deriving therefrom, traditional African models and theories of communication as a contribution to human knowledge and scholarship;

4. documenting and disseminating information about innovative ways in which these traditional forms have been combined with modern communication technologies for the furtherance of local, national and regional integration and development.

RECOMMENDATION NO. 7

The Conference,

Recognizing the importance of the role of communication in the economic, social, educational, cultural and political life of a modern nation,

Considering the need to promote the establishment of a new national, regional and continental communication order in Africa, so that African countries can better contribute towards the new information and communication order on the basis of respect for each people's cultural identity,

Recognizing the importance of traditional communication systems, and the role they have for centuries played and can continue to play in the transmission of knowledge,

Considering that for many African countries, the safeguarding of national independence and the furtherance of social and cultural integration are major concerns,

Recognizing that national integration rests essentially on effective participation of the rural masses in the development process, whose vital material they produce, and that there is a great need for communication in and with rural areas,

Aware that rural communication is not well developed in African countries,

Noting the almost complete lack of communications infrastructure in the rural parts of African countries, and the need to set about providing such infrastructure with a view to the integrated development of these areas,

Reaffirming that African States wish to develop communication systems and infrastructure to facilitate communication with rural populations and noting that Unesco is already rendering assistance in this endeavour,

Recommends African States to set about establishing planning policies in the communication field aimed at completely integrating the rural world in the national development process;

Recommends African Member States to set about establishing and extending an integrated communications infrastructure in rural areas;

Urges the Unesco Director-General to continue and intensify its assistance to African countries wishing to expand and improve rural press and rural broadcasting upon request by African States;

Urges the Unesco Director-General to allocate substantial financial manpower and technical resources for the development of rural communication.

4. Technological issues

RECOMMENDATION NO. 8

The Conference,

Considering the inadequacy of communication technology available in most African countries,

Aware of the dangers inherent in complete reliance on non-African sources of advanced communication technology,

Recognizing the urgent need for starting the process of indigenization of communication technology in African countries,

Bearing in mind that what African countries need in this field is not advanced technology per se but appropriate communication technology, conceived of, designed and produced to meet the real needs of the peoples of Africa,

Invites the Director-General of Unesco and ECA, in collaboration with the regional United Nations Specialized Agencies interested in communication development in Africa and within the framework of the Transport and Communications Decade in Africa, to convene as soon as practical meetings of African experts to study and define African needs and problems in the field of appropriate communication technology. This expert group would be entrusted with the task of preparing feasibility studies on establishing or strengthening communication industries in Africa, taking care to safeguard the sub-regional balance.

RECOMMENDATION NO. 9

The Conference,

Noting the urgent need to promote the effective transfer of technology to the developing countries,

Given the very rapid evolution of communications technology,

Considering that the endogenous development of Africa presupposes complete mastery of all the components and parameters of this development, and particularly of technology for development,

Considering that so long as Africa remains a market and imports technology and equipment designed and manufactured for others dependence will be perpetuated and our difficulties increased,

Noting that the need for technological infrastructure suited to the special environment of African countries and calculated to meet well-defined requirements will continually increase,

Believing that only an original African approach to communication problems will make it possible to find the most suitable solutions, e.g. to the problem of serving the rural areas,

Recalling the proposals put forward for the Transport and Communication Decade in Africa (1978-1987) and the objectives laid down for the end of it,

Recognizing the decisive role of technology transfer in strengthening the national communication systems of African countries,

Recommends African Member States to take the necessary steps to draw up strategies governing the transfer of technology in general, and communications technology in particular, and to see to it that the technology transferred is effective and suited to Africa's endogenous development needs;

Requests the Director-General of Unesco and ITU, in collaboration with the other specialized international institutions, to contribute towards the setting up or strengthening of research and development institutes whose findings will help towards the establishment of endogenous industries to produce equipment suited to the African environment; these institutes will provide the conditions needed for the assimilation and adaptation of technology to the endogenous development of the continent in the field of communication.

5. Broadcasting

RECOMMENDATION NO. 10

The Conference,

Considering that information is an essential foundation for the progress of civilization and of society and that it improves human relations within societies and between peoples of different cultures and traditions,

Affirming the decisive influence of the mass communication media on man's all-round and harmonious development,

Mindful of the complexity of the problems information raises for present-day society and of the variety of the solutions put forward to those problems - which is highlighted, in particular, by the deliberations engaged in within Unesco and by the legitimate and constant concern of each party that its aspirations, point of view and cultural identity be taken into consideration,

Taking into consideration the fact that the developing countries desire to be heard, in the light of mutual understanding and solidarity among peoples,

Welcoming the Declaration on fundamental principles concerning the contribution of the mass media to strengthening peace and international understanding, to the promotion of human rights and to countering racialism, apartheid and incitement to war,

Recalling Article VI of the above Declaration, which states: "For the establishment of a new equilibrium and greater reciprocity in the flow of information, which will be conducive to the institution of a just and lasting peace and to the economic and political independence of the developing countries, it is necessary to correct the inequalities in the flow of information to and from developing countries, and between those countries. To this end, it is essential that their mass media should have conditions and resources enabling them to gain strength and expand, and to co-operate both among themselves and with the mass media in developed countries",

Given that the new world information and communication order (NWICO) must be accompanied by political changes implying resistance to all forms of hegemony and all imbalance between developed and developing countries and also between social groups within a country,

Noting the continuing imbalance characterizing the content and circulation of information and the threats of recolonization of the African continent,

Recognizing, in the spirit of NWICO, every country's right to defend its sovereignty and independence and to draw up its own national information policy,

Realizing that foreign radio stations established in Africa impede the work of African national radio stations far beyond the frontiers of the countries in which they are located, underpin the continuance of the colonial era, and represent weapons of cultural, economic and political interference,

Recalling resolution 59(I) of the General Assembly of the United Nations, adopted in 1946, which declared: "Freedom of information is a fundamental human right and is the touchstone of all the freedoms to which the United Nations is consecrated; ... Freedom of information requires as an indispensable element the willingness and capacity to employ its privileges without abuse ...",

Invites the Director-General of Unesco to initiate studies on the existence of non-African radio stations on the continent in preparation for the convening of a special conference on the question.

RECOMMENDATION NO. 11

The Conference,

1. Given the difficulty of obtaining supplies of spare parts, which are vital for the continued use of our equipment,

   Recommends to Unesco and OAU:

   the establishment of regional and subregional supply centres for spare parts under the auspices of PANA and URTNA;

   concertation between countries possessing equipment of a similar standard in order to promote exchanges of facilities and techniques;

2. Considering that medium- and short-wave sound broadcastings are the most widely used ways of disseminating messages in Africa, especially in rural areas,

   Recommends the gradual switch-over to VHF sound broadcast as well as the ending of the race for transmitting power and the rational use of high power to reduce as far as possible disturbances caused by cross-interference;

3. Having regard to the paucity of electrification in rural areas and taking into account the interest of the international community in the development of new and renewable sources of energy, and the fact that a United Nations conference will be held on this question in Nairobi in August 1981,

   Recommends the promotion of investigation and research into the technology of new energy sources, e.g. solar energy, wind energy and storage batteries.

6. Storage of information

RECOMMENDATION NO. 12

The Conference,

Considering the importance of documentation and libraries in the process of storing and disseminating information and ideas, and their role as a means of communication and education,

Considering that books, periodicals and printed matter of every kind are outstanding means and media of communication between the members of a society,

in that reading plays an important part in the training and further training of people and affords wide vistas on the world,

in that the development and spread of reading among the public is becoming a necessity in present-day societies,

Noting the lack of importance so far accorded to these communication systems in African countries' development plans,

Noting with satisfaction the increasing attention given to the development problems of library and archive services and documentation centres, and to museums, in Unesco's programmes,

Considering the resolutions of the International Conference on Cultural Policies in Africa held in Accra in December 1975,

Invites African States to do everything possible to intensify the development of libraries, archives and documentation centres, particularly in rural areas and through cultural centres as focal points for the dissemination of knowledge for the information and training of the citizenry, and to assign particular importance to the establishment of networks of libraries, archives and documentation centres;

Recommends to African States that they use reading as a means of literacy instruction, information and entertainment for the masses;

Requests Unesco:

to foster the training of scientific and technical personnel in these specific fields,

to foster regional and interregional co-operation in Africa by means of international exchanges,

to do everything possible to implement the development plan for libraries, museums, archive services and documentation centres in Africa,

to give its full support to OMMSA (Organization for Museums, Monuments and Sites in Africa),

to foster campaigns for the promotion of books and reading in Africa,

Appeals urgently to African States to do everything they can to implement the recommendation of AFRICULT as regards the development of libraries, archive services, museums and documentation centres in Africa.

RECOMMENDATION NO. 13

The Conference,

Considering that archives are a major tool for the formulation of communication policies, particularly as regards the affirmation of cultural identity, and form an integral part of the inalienable cultural heritage,

Considering that African States have been literally plundered of all or part of their archives for the pre-colonial and colonial periods,

Aware of the imperious need for African States and peoples to reconstruct and supplement their historic cultural heritage in order to educate, inform and train the younger generation,

Recommends Unesco to continue and intensify the action it has undertaken for the restoration of these archives to their countries of origin, which are their rightful owners;

Requests African States to include this requirement among their priority concerns.

7. Information flow

RECOMMENDATION NO. 14

The Conference,

Recognizing the important role of communication in economic, social, cultural and political development of our countries,

Conscious of the need to establish a new, more just and effective world information and communication order to correct the imbalanced flow of information between developed and the developing countries,

Aware that the development of the modern communication technology needs to be more harmonized with the pace of economic, cultural and political development particularly with regard to the developing countries of Africa,

Reaffirming the role of communication as a means to express fresh and creative ideas which is of vital importance to national development,

Reaffirming that effective communication policy in the development process requires sound policy in planning and co-ordinating the development of infrastructures, with particular emphasis on the training of personnel which in turn will produce the necessary stimulus to bring about a fairer, and more equitable distribution of opportunities, resulting in optimum employment and increased incomes,

Recommends to the Director-General:

1. To continue the efforts to help remove substantial global barriers to the flow of information by convening or co-sponsoring meetings to disseminate information to Member States through publications and other mass media, to establish radio and television programme banks with a view to promoting the ideas and objectives set forth in the Declaration on fundamental principles concerning the contribution of the mass media to strengthening peace and international understanding, to the promotion of human rights and to countering racialism, apartheid and incitement to war, which was approved at the twentieth session of the Unesco General Conference;

2. To disseminate to Member States of Africa through publications and other media, concepts and ideas of development journalism as a sound professional practice of journalism, in order to promote circulation of news concerning agriculture, health, education, transportation, industries, science and technology, oriented to the needs and aspirations of the people in developing countries;

3. To assist the developing countries of Africa in their effort to increase facilities and infrastructures of communication for the purpose of developing and formulating their communication policies and programmes;

4. To continue its effort in education and training of African communication specialists including assisting in setting up of training institutions and expansion of existing ones;

Expresses appreciation to Unesco and its Director-General for the effort being made and continues to be made towards the creation of a new, more just and more effective world and communication order.

RECOMMENDATION NO. 15

The Conference,

Recalling that at the twentieth session the General Conference unanimously has adopted the Declaration on fundamental principles concerning the contribution of the mass media to strengthening peace and

international understanding, to the promotion of human rights and to countering racialism, apartheid and incitement to war,

Considering that this declaration emphasizes that freedom of opinion is an integral part of human rights and fundamental freedom,

Asserting that access by the public to information should be guaranteed by the diversity of sources and means of information available to it, and that Africa needs to evolve a mechanism of communication that will give impetus to the values of her peoples,

Drawing the attention of the mass media to the need to promote public participation in the elaboration of information,

Stressing the need to disseminate information on the aims, aspirations, cultures and needs of all peoples, so as to make nationals of a country sensitive to the needs and desires of others,

Proclaiming that the mass media have an important role to play in contributing to the promotion of human rights and in giving expression to oppressed peoples,

Highlighting the role that can be played by the media in drawing attention to the great evils afflicting humanity, such as poverty, malnutrition and disease,

Calling for correction of the inequalities in the flow of information to and from African countries, and between those countries, and

Stating that, to that end, it is essential that the mass media of the African countries should have conditions and resources enabling them to gain strength and expand,

Declaring that it is essential that journalists, in their own country or abroad, be assured of protection guaranteeing the best conditions for the exercise of their profession,

Recommends to the Director-General:

to take all possible measures to implement these ideas and principles in African countries.

RECOMMENDATION NO. 16

The Conference,

Taking account of the fact that the spirit of co-operation and the will towards understanding that have been unceasingly growing in the last few years have been further strengthened, in the field of communication, through the unanimous adoption, at the twentieth session of the General Conference of the Declaration on fundamental principles concerning the contribution of the mass media to strengthening peace and international understanding, to the promotion of human rights and to countering racialism, apartheid and incitement to war,

Invites Member States:

1. to encourage those responsible for information to promote the principles and objectives of the declaration;

2. to disseminate the declaration as widely as possible;

3. to facilitate the work of professional communicators in conformity with the text of the declaration;

Addresses itself to information organs, the media, journalists and their associations , inviting them to be guided by the principles and objectives of the declaration in their professional activities.

RECOMMENDATION NO. 17

The Conference,

Considering the persistence of the racialist and colonialist regime of South Africa, which constitutes a major challenge to independent Africa,

Convinced of the absolute necessity for the widespread dissemination throughout the African continent and the rest of the world of full information on the struggle for liberation being waged by the peoples of southern Africa,

Recognizing the sacrifices made by the "front-line" States in their direct and unconditional support for that struggle,

Aware of the need for collective support on the part of the African States and peoples for effective victory,

Recalling the Declaration on fundamental principles concerning the contribution of the mass media to strengthening peace and international understanding to the promotion of human rights and to countering racialism, apartheid and incitement to war adopted by the twentieth session of the General Conference,

Requests the African States to devote increased attention to news about the liberation struggle in that part of the continent with a view to enhancing the awareness of the peoples of the historic need to eradicate for ever the hateful regime of apartheid;

Recommends the information and press organs and the media in different parts of the world to give priority and wide publicity to news originating from the press services and agencies of the southern African liberation movements and the "front-line" countries.

8. Communications satellites

RECOMMENDATION NO. 18

The Conference,

Noting the continued lack of information flow to, from and within African countries,

Considering that it is important to intensify the flow of information within and between African countries, and between them and the rest of the world, by means of an appropriate infrastructure,

Given the existence of the Pan-African Telecommunications Network, with its essential role of promoting the direct infra-African links needed for the flow of information between the countries of the continent and the integration of the African national networks that are component parts of it,

Recognizing that to reduce the imbalance currently existing in communication, both within and between African nations, it is essential intensively to develop the necessary means and resources of African countries in the field in question,

Noting the need to provide the African continent with a communications infrastructure extending into the rural areas, in which over 70 per cent of the working population live,

Noting the global objectives assigned to the Transport and Communications Decade in Africa proclaimed by the United Nations General Assembly for the period 1978-1987, and the steps already taken to achieve them,

Noting also the existence of several initiatives for studies on the setting up of regional or subregional satellite telecommunications systems, to provide a global communications network or an integrated multipurpose network,

Aware of the need to avoid duplication of effort by better co-ordination of efforts directed at the same goals,

Convinced that the establishment of a more just and better balanced new information and communication order necessarily entails the rapid, rational and co-ordinated development of the telecommunications infrastructure,

Recognizing the respective roles of Unesco and ITU in the communication field, and especially ITU's role on the co-ordinating committee for the establishment of the PANAFTEL network,

Recommends Member States, in drawing up their national plans, to give the highest priority to telecommunications infrastructures, which is above all a seminal infrastructure essential for the flow of information;

Invites ITU to take steps as soon as possible to inform African countries as fully as possible of the performance, scope and limitations of satellite telecommunications as modern communication systems, especially as regards their use in integrated rural development;

Invites Unesco in collaboration with the other United Nations agencies and regional organizations concerned with the feasibility study of a possible Regional Satellite System for all modes of communication, including direct broadcasting by communication satellites, as called for in the United Nations Transport and Communications Decade Programme 1980-1983, to co-operate effectively towards the evolution of a harmoniously integrated communication system.

RECOMMENDATION NO. 19

The Conference,

Aware of the enormity of the multifaceted problems of isolation facing those African countries which are land-locked and those which share common borders with, or are surrounded by, South Africa,

Appreciating the efforts being made by ECA, OAU, ITU and ABD through the Trans-Africa Highway project and PANAFTEL to alleviate the problem of subregional isolation which continues to be a major constraint in the flow of communication and in cultural exchange between various subregions of the continent,

Aware of the efforts being made by Unesco in collaboration with ECA and ITU towards the development of an African multi-purpose communication satellite system designed for common carrier communication and for education as well as economic and social development objectives of African States,

Recalling that in 1973 and also in 1976 Unesco in collaboration with ECA and ITU organized meetings in Addis Ababa on the subject of such an African Regional Satellite System,

Recalling that in their recommendations, both meetings called for the establishment by each Member State of a study group for the continuing discussion and study of matters in connection with satellite technology to ensure that African States stay abreast of developments in this field,

Recognizing the importance and need for regional co-operation in the efficient and effective utilization of communication satellite technology in the African region,

Aware of the various United Nations resolutions supporting the development of such a communication satellite system, and

Considering the lack of satellite ground stations and of expertise in satellite technology in certain Member States in southern Africa who are at present compelled to route international traffic through South Africa,

Recommends that Member States which have not yet done so, take action on the creation of satellite technology study groups and to provide all necessary support, including facilities and resources, to ensure optimum performance by these study groups;

Recommends that Member States accord the highest possible order of priority to the completion of the Pan-African Highway and to PANAFTEL projects and to take all necessary steps to ensure that the required resources are made available for the execution of these projects; and

Requests Unesco and ITU, in collaboration with OAU and ECA and with financial assistance of UNDP, to initiate discussions with Member States of southern Africa and to undertake the necessary studies required for the establishment of a satellite earth station (or stations) to be used within existing satellite systems and within the framework of PANAFTEL to meet the immediate needs of the countries of the subregion particularly in the exchange of news as well as radio and television programmes.

9. Research and training

RECOMMENDATION NO. 20

The Conference,

Mindful of the importance of the methodical and structured organization of research at all levels and in all branches of communication,

Mindful of the difficulties encountered by African States in their efforts in the field of research in general and communication research in particular,

Desirous of ensuring the rapid and harmonious development of research on African communication,

Taking account of Unesco's mission in regard to the development of science, culture and communication,

Urgently recommends to the Director-General of Unesco that he foster and develop communication research, at all levels and in all sectors on a regional and continent-wide basis in Africa, using all the human and material resources available to Unesco in order to reduce the imbalance in the communication field between our countries and between Africa and the rest of the world;

Recommends further that a specific budget, within the framework of the International Programme for the Development of Communications, be devoted to the promotion of research in the African countries.

RECOMMENDATION NO. 21

The Conference,

Aware of the fact that communication development is closely related to the availability of trained personnel,

Noting the acute shortage of trained communication personnel and that a number of training institutions do not have adequate equipment, resources, facilities and curricula,

Considering the urgent need for more basic and advanced training of communication personnel in the programme and technical fields as well as media managers,

Recommends to African countries to pay attention to the development of national training institutions tailored to: (a) the requirements of social, educational and cultural development, particularly of rural areas; (b) technology problems and transfers; (c) prerequisites for a new, more just and effective world information and communication order;

Invites the Director-General of Unesco, in collaboration with the regional and United Nations Specialized Agencies interested in communication development, and likewise within the framework of the Transport and Communications Decade:

1. to give assistance to African States in this endeavour;

2. to help African Member States to promote the establishment and/or strengthening of communication training centres in different regions of Africa in order to foster the improvement of professional standards;

3. to study the suggestions made by African Member States to set up, in already existing national or regional institutions, centres specializing in the various fields of communication, taking account, within the framework of the COMNET programme, of research and documentation;

4. to consider the possibility of organizing a seminar in Africa on ways and means of setting up regional training centres for radio and television and of drawing up a long-term plan for a system of permanent collaboration between institutes concerned with communication with a view to the harmonization of training programmes.

10. African regional co-operation and unity

RECOMMENDATION NO. 22

The Conference,

Aware of the need for a better common understanding and knowledge - among African States and peoples - of African States' respective cultures, civilizations, heritage, basic facts and modern trends and problems, as a means to bring about national and inter-African integration and solidarity,

1. Calls upon African States and cultural institutions and those in charge of the mass media to give greater attention and allow more time and space for the publication and dissemination of appropriate basic historical and humanistic facts, information and background material about the various African States, peoples and cultures;

2. Urges African States to exchange, bilaterally and multilaterally, both news, messages and various information, as well as cultural, folkloristic, theatrical and musical troupes and facilities, to hold and participate in festivals and cultural events held in different African countries and calls upon Unesco to help in this respect;

3. Invites the Director-General of Unesco and the Secretary-General of the OAU to give, each in his respective field, the help needed to bring about the widest possible dissemination of information and knowledge about each of the African States and peoples.

RECOMMENDATION NO. 23

The Conference,

Considering that information and communication are outstanding means of bringing peoples together,

Considering that the African countries of Portuguese expression are behind in the training of qualified personnel owing to colonization, thus being hampered in their desire to communicate with their brother African countries and the other nations of the world,

Considering the need to promote communication in those countries and to foster increased exchange between them and other countries,

Taking note of the importance for the States concerned - already expressed at the first session of the PANA Intergovernmental Council in Lobito - of the establishment of an inter-State school of journalism for the Portuguese-speaking countries,

Recommends that Unesco, in co-operation with the competent authorities of the countries concerned and interested African institutions, urgently support the implementation of this project.

RECOMMENDATION NO. 24

The Conference,

Inspired by the principles of the Charter of the United Nations and the Constitution of Unesco,

Aware of the vital role of the information and communication media for the establishment of a new international order as a guarantee of peace and security between all nations,

Considering that the establishment by the Organization of African Unity (OAU) of the Pan-African News Agency (PANA) will help to promote communication and development policies in Africa and bring about a balanced flow of information throughout the world,

Invites the Director-General of Unesco, in co-operation with the other competent agencies of the United Nations system, to contribute towards the carrying out of the programme for setting up PANA by:

(a) placing qualified experts at the disposal of this agency;

(b) mounting an international campaign to raise the funds needed to build the infrastructure associated with the establishment of its telecommunications network;

(c) giving increased assistance for the setting up of national news agencies and the development of existing ones, as well as the exchange of correspondents and technical facilities among them;

Invites the Member States of the region to give financial support to the projects listed above by allocating to them a large part of the resources derived from international aid.

RECOMMENDATION NO. 25

The Conference,

Considering that the strengthening of African unity entails the intensification of regional co-operation in all fields of communication,

Aware of the need to establish interregional telecommunication facilities, so as to reduce in particular the difficulties that hamper the work of African and foreign correspondents,

Aware that regional co-operation in the communication field, which should enable African States to meet their needs, has not yet been fully achieved, for want of resources,

Recognizing Unesco's competence in the communication field and its role in the promotion of information flow and international exchanges,

Recommends Unesco to co-operate with ITU in studying adequate ways and means of effectively establishing the Pan-African Telecommunications Network (PANAFTEL).

RECOMMENDATION NO. 26

The Conference,

Considering the importance of accurate information concerning the national and regional bodies in Africa dealing with communication matters as a valuable means of action in this sphere,

Recognizing the need to possess an inventory in respect of communication, which could help to strengthen the unity of the African continent,

1. Recommends Member States to step up their efforts to produce documentary records in the field of communication;

2. Invites the Director-General to support the action undertaken by Member States at the national level to evaluate the results of their own communication systems and to compile an inventory at the regional and subregional levels with the help of the competent regional organizations.

RECOMMENDATION NO. 27

The Conference,

Mindful of the essential role played by radio and television in the development of societies and nations,

Mindful of the fact that it is, in the first place, the responsibility of African States, governments and peoples to resuscitate African culture, to maintain it and preserve it as Africa's precious heritage,

Recalling the principles of international cultural co-operation and the principle of the exchange of economic, cultural and social experience,

Convinced that mutual knowledge among the African States can further closer ties between them, and African unity, in accordance with the deepest aspirations of OAU,

Recalling the basic principles underlying the establishment of URTNA, consisting in the exchange of professional experience in the field of radio and television in Africa, especially programmes,

Requests the African States to provide material and moral support to assist URTNA to realize its objectives fully;

Invites the African States to accelerate to the utmost the establishment of the PANAFTEL network in order to render possible the transmission of live broadcasts between two or more African countries;

Urges Unesco to maintain and increase its material assistance to URTNA to enable it to develop and make operational the technical centre in Bamako, Mali, the Inter-African Centre for Studies in Rural Broadcasting in Ouagadougou, Upper Volta and the Nairobi Programme Exchange Centre which is a true depository for African culture and civilizations.

RECOMMENDATION NO. 28

The Conference,

Considering the need to strengthen African unity through better understanding among African peoples and within each country,

Noting the necessity of meeting national and continental needs by encouraging regional co-operation in the field of cultural industries,

Reaffirming the role that the communication media should play in furthering mass literacy work and the promotion of national languages,

Emphasizing the role that communication should have in economic and social development plans,

Recommends to Member States:

that they develop communication industries to produce, disseminate and receive messages;

that they establish both nationally and through co-operation between African countries, industries producing equipment for transmitting and receiving messages; and

Invites the Director-General of Unesco to extend assistance to Member States for the implementation of this recommendation.

RECOMMENDATION NO. 29

The Conference,

Conscious of the role which selectivity in the fields of books and publications, in the cultural, literary and technological domains, may play on the audiences and readership of developing nations,

Conscious and proud of the common African traditional literary and folkloric heritage,

Desirous to preserve such traditions and heritage and to encourage the dissemination and the propagation of African thought and scientific, literary and cultural output both in Africa and abroad,

1. Urges African States to help set up, at the earliest possible date, a Pan-African Publishing House which will be entrusted with the implementation of the above targets and objectives;

2. Invites in particular Unesco as well as the OAU and other cultural institutions to help, both technically and financially in bringing about the achievement of the above ends.

RECOMMENDATION NO. 30

The Conference,

Considering that many countries of Africa have not attained adequate levels in the production of films for cinema and television and do not have the channels for the best distribution of their films,

Considering the need for concerted efforts in the production of films, as a countermeasure to the imbalance in the regional circulation of cinematographic messages,

Considering that co-production generally demands a level of investment that is beyond the means of individual countries,

Considering that existing distribution mechanisms considerably restrict access to national productions,

Recommends to African Member States of Unesco:

1. that they increase and improve their own individual film production by granting protection at the legislative, financial and distribution levels;

2. that they encourage and promote film co-production agreements among African countries, guaranteeing the most adequate and favourable distribution conditions for joint African production;

3. that they encourage co-production with non-African organizations on subjects concerning Africa that will not jeopardize the cultural identity of Africa or distort the history of the countries of the region;

4. that they take steps to promote the establishment of a regional film production and distribution system, as well as agreements with existing organizations with a view to ensuring that African film production will have access to the public in African countri s as well as other world film markets;

5. Invites Unesco, in consultation with the Member States concerned, to give the greatest possible assistance in the implementation of these projects.

RECOMMENDATION NO. 31

The Conference,

Recalling the importance of the role of African professional organizations serving the cause of the development of communication and information in Africa, and that the OAU has given the UAJ observer status,

Stressing also the African consensus that has emerged regarding the need to enhance the status of the information and communication organizations already existing,

Invites OAU Member States, in co-operation with Unesco to offer financial and technical support to UAJ with a view to reactivating and giving fresh impetus to UAJ (the Union of African Journalists) so that this professional organization can contribute effectively to the strengthening of African solidarity and unity.

RECOMMENDATION NO. 32

The Conference,

Recognizing that regional co-operation in the training of communication specialists at all levels in Africa is still a major basic need,

Conscious of the major role which regional training organizations can perform in stimulating, encouraging and supporting co-operation in this field,

Noting the existence of the African Council on Communication Education (ACCE) whose main aim is the promotion of close collaboration between communication training institutions in Africa, and media practitioners and organizations,

Noting the growing influence of the African Council on Communication Education (ACCE) in promoting research, documentation and co-ordination of training materials among African communications training centres,

Anxious to strengthen ACCE's effectiveness in its field of operation and competence,

Recommends to Member States to:

(a) encourage their national communication training institutions to participate in ACCE activities by enrolling as members,

(b) support funding for the functioning of ACCE's secretariat, its training co-ordination activities, especially its personnel exchange projects;

Recommends to the Director-General to:

(a) provide Unesco support for ACCE to conduct an African-wide survey of the needs for trained professionals, training facilities and information exchange in the fields of communication;

(b) continue and expand Unesco's assistance to ACCE's programmes in the area of research training, the development of training support materials, the publication and dissemination of research results, the organization of refresher courses, and the creation of a research and documentation network in the Africa region;

(c) assist ACCE to obtain NGO status within Unesco.

RECOMMENDATION NO. 33

The Conference,

Considering that training and more especially the training of trainers remain the most worrying problems confronting African countries in the field of communication,

Considering that the bodies already existing, such as ACCE, based in Nairobi, and AACTTI, based in Benghazi, are regional institutions that need to be strengthened and co-ordinated,

Taking account of the fact that Africa, invaded by the messages, cultural programmes and technologies of the economically advanced countries, does not command the means that would allow it, so far as communication policy is concerned, to be an equal partner,

Whereas communication is a complex phenomenon linked to basic, applied and social research, on the one hand, and necessitating the command and possession of visual, sound and written techniques and materials, on the other hand,

Considering that the intersectoral and interdisciplinary councils responsible for national communication policies deserve to be strengthened and co-ordinated,

Taking account of Unesco's Constitution, according to which, on the one hand, the Member States believe in "the free exchange of ideas and knowledge" and, on the other hand, the Organization "will collaborate in the work of advancing the mutual knowledge and understanding of peoples, through all means of mass communication and to that end recommend such international agreements as may be necessary to promote the free flow of ideas by word and image",

1. Recommends to Member States of OAU:

(a) the setting up of an African higher institute for communication whose administration would be the responsibility of the OAU Conference of Ministers of Information and the African professors delegated by Member States of OAU and whose technical, administrative and educational equipment would be provided by other international bodies, under the aegis of OAU;

(b) this institute's main responsibilities would be as follows: (i) the training of trainers and senior personnel in the field of human, social, technical and scientific communication; (ii) the promotion, organization and co-ordination of basic, applied and social research in the field of communication in Africa; (iii) the constitution, development and permanent updating, in co-ordination with ACCE, of written, auditory and visual materials relating to communication; (iv) reflection on the permanent harmonization of African national communication policies and their human, social and technical implications; and (v) the co-ordination of institutes with subregional and regional possibilities;

2. Invites the regional and international organizations concerned, and Unesco in particular, to assist in the setting up of this institute.

RECOMMENDATION NO. 34

The Conference,

Recalling the OAU Summit Resolution taken in 1976 at Mauritius setting up an African Cultural Charter,

Recalling that according to that Charter, an African Cultural Fund Agreement is being envisaged,

Taking note of the Recommendation of the Unesco Intergovernmental Conference for Co-operation on Activities, Needs and Programmes for Communication Development to establish an International Programme for the Development of Communication,

Emphasizing the interdependence and interaction among the cultural and information and communication fields,

1. Invites those African States which have signed and ratified the African Cultural Charter to enlarge its scope, and therefore the ambit of their signatures and ratification, to encompass cultural as well as information and communication development;

2. Invites all African States which have not yet signed the African Cultural Charter to do so, and to envisage an enlarged cultural and communication and information scope of activities;

3. Urges the interested regional and international organizations to help speed up the establishment at the earliest stage of an enlarged combined African Cultural and Communication and Information Development Fund, entrusted with the implementation of the objectives and needs of African cultural information and communication development, in harmony and co-ordination with the proposed Unesco International Programme for the Development of Communication;

4. Invites Member States in Africa to endorse and encourage the implementation of the Recommendation of the Intergovernmental Conference for Co-operation on Activities, Needs and Programmes for Communication Development regarding the establishment of an International Programme for the Development of Communication.

11. International co-operation

RECOMMENDATION NO. 35

The Conference,

Recalling resolution 4.142 adopted by the General Conference of Unesco at its nineteenth session in Nairobi, in which the Director-General was invited to increase the intellectual, technical and financial resources intended to strengthen the information and communication systems of the developing countries in accordance with their needs,

Recalling the deliberations of the General Conference at its nineteenth session which brought to light the need for more thorough-going thought to be given to the role, ultimate aims and conditions of communication, and resolution 4/9.1/1 adopted by the General Conference at its twentieth session, in which the Director-General was invited "to promote research related to international communication structures",

Recalling the relevant resolutions adopted by the General Conference of Unesco at its twentieth session and, in particular, resolutions 4/9.1/2 and 4/9.1/3, which recognized the need for a new world information and communication order based on the principles of a free flow and a wider and more balanced exchange of information,

Recalling also the resolutions adopted by the United Nations General Assembly at its 33rd and 34th sessions in support of the action undertaken by Unesco and the lines of emphasis it has adopted in the field of communication,

1. Expresses its satisfaction that the International Commission for the Study of Communication Problems was established and produced a final report which constitutes a landmark event in regard to international studies on communication;

2. Invites the competent national authorities, professional organizations and national and regional research centres to encourage thorough study of the content of that report, particularly through discussions at all appropriate levels of the issues set out therein;

3. Invites all the African countries to take the necessary measures for the delegations attending the next session of the General Conference of Unesco (Belgrade, September-October 1980) to be able, on the basis of the comments and suggestions to be put forward by the Director-General and their own studies of the content of the report at the national and regional levels, to make a fruitful contribution to the deliberations of the General Conference at its twenty-first session.

RECOMMENDATION NO. 36

The Conference,

I

1. Considering the Recommendation on the International Programme for the Development of Communication adopted by consensus by the Intergovernmental Conference for Co-operation on Activities, Needs and Programmes relating to the Development of Communications organized by Unesco in Paris from 14 to 21 April 1980,

2. Stressing that this international programme for the development of communication must necessarily form part of the efforts of the international community for the establishment of a new world information and communication order, as specifically stated in points 7, 8, 10 and 11 of the preamble to the recommendation,

3. Recalling that the establishment of the new world information and communication order aims to reduce the gap between various countries in the communications field, in particular by increased financial and other help to the developing countries and by the transfer of appropriate technology and expertise in the communications field,

4. Considering that multilateral assistance represents the best way of guaranteeing respect for the sovereignty and independence of the recipient countries,

5. Considers that the Intergovernmental Conference for Co-operation on Activities, Needs and Programmes relating to the Development of Communications, organized by Unesco in Paris from 14 to 21 April 1980, represented a positive contribution to the international community's efforts to establish a new world information and communication order;

6. Requests the General Conference of Unesco at its next session, in accordance with the recommendation of the Intergovernmental Conference on the Development of Communications held in Paris, to set up within the framework of Unesco an international programme for the development of communications, and at the same session to elect members of the Intergovernmental Council of the Programme on the basis of equitable geographical distribution and the principles of rotation and continuity;

7. Appeals to the agencies of the United Nations system, and to other intergovernmental and non-governmental organizations and professional associations, to collaborate with Unesco in establishing the International Programme,

8. Invites the national, regional and interregional organizations of African countries to co-operate with Unesco in drawing up and implementing the International Programme for the Development of Communication;

Recommends:

9. that to ensure the satisfactory implementation of this International Programme for the Development of Communication, the "appropriate systems of financing and resources referred to in sections V and VI of the recommendation of the Paris Intergovernmental Conference be set up without delay;

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10. Stressing also the need to give the international programme sufficient resources and means to guarantee its satisfactory execution, as stipulated in sections V and VI of the recommendation adopted by the Paris intergovernmental conference,

11. Recalling in this connection particularly:

    (i) Recommendation 51 of the Intergovernmental Conference on Communication Policies in Asia and Oceania organized by Unesco at Kuala Lumpur, which invited the Director-General of Unesco to investigate the possibility of setting up an international fund for the development of communication;

    (ii) the recommendations of the third and fourth sessions of the Intergovernmental Council of the Non-aligned Countries for the Co-ordination of Information, held respectively at Lomé in April 1979 and at Baghdad in June 1980, concerning the setting up of an international fund;

    (iii) resolution 34/181 of the thirty-fourth session of the United Nations General Assembly, requesting the Director-General of Unesco to consider among other possibilities setting up an international fund for the development of communication;

12. Requests that further measures be taken for the "appropriate system of financing and resources" to be raised to the status of an international fund within the framework of Unesco, administered under the auspices of the Intergovernmental Council of the Programme, which fund cannot be financed entirely by voluntary non-recurrent contributions but entails the mobilization of additional recurrent resources based on objective criteria to be laid down;

Recommends accordingly:

13. that this international fund be financed by regular contributions from Member States according to criteria to be laid down, and also by additional resources such as international levies - the arrangements for which would need to be investigated - and other resources which would be sought from all possible sources, e.g. the organizations and institutions of the United Nations system, other intergovernmental and non-governmental organizations, professional circles and other available sources, in the form of financial, material and technological resources and training facilities for the development of communication;

14. that the International Programme for the Development of Communication endeavour to make available to the developing countries financial or other resources for the setting up and development of infrastructure in the communications sector;

15. that it also help them to obtain loans on favourable conditions for the development of communications;

16. that it work to promote, in the communications field both nationally and regionally, endogenous production capacity in the developing countries, and also the transfer of technologies and expertise from the industrialized countries to the developing countries;

17. that the International Programme for the Development of Communication, while concerning itself with the co-ordination of bilateral assistance, work especially to promote multilateral assistance for the development of communications in the developing countries;

18. Expresses the hope of African countries that the new world information and communication order will be established on the basis of co-operation by the whole international community;

19. Expresses its conviction that the implementation of the above recommendations will allow the Programme for the Development of Communication to play an active role in achieving this new world information and communication order.

RECOMMENDATION NO. 37

The Conference,

Recognizing the need for financial assistance to African States to enable them to achieve their objective of developing their communication systems,

Welcomes information on the possibility of the establishing of the International Programme for the Development of Communication;

Urges all African Member States participating in the twenty-first session of the General Conference in Belgrade, Yugoslavia, to support the establishment of the International Programme for the Development of Communication;

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Recommendations

Invites the Director-General in co-operation with other United Nations organizations and agencies to study the possibility of setting up an African Communication Development Fund to which African States can contribute;

Recommends to the Director-General:

1. to ensure that African States get substantial assistance from IPDC once it is established;

2. to ensure that African States play an important role in the implementation of the programme and in the council which will be set up to co-ordinate the programme.

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ANNEX I

AGENDA

1. Opening of the conference — PLENARY MEETINGS
2. Election of the President
3. Adoption of the rules of procedure
4. Election of the Vice-Presidents and Rapporteur-General and Chairmen of the Commissions
5. Adoption of the agenda
6. COMMUNICATION POLICIES AND PLANNING
   (a) Present situation and trends in communication policies
   (b) Guidelines for defining national policies for planning the development of means of communication
7. PROBLEMS AND PERSPECTIVES OF COMMUNICATION IN AFRICA — COMMISSION I
   (a) The role of communication in a global approach to development, especially as regards education (school and out-of-school education), science and technology, and culture
   (b) Communication as a means of asserting cultural identity and an instrument of national and regional integration aimed at strengthening African unity
   (c) Information-flow problems in Africa
   (d) Traditional forms of communication and modern means of communication
   (e) Public participation
8. DEVELOPMENT OF MODERN NATIONAL COMMUNICATION SYSTEMS — COMMISSION II
   (a) Analysis of situations and determination of needs and priorities
   (b) Specific problems raised by the introduction of modern media, and ways of solving them:
      financial aspects
      technological problems
      training of specialists at the various levels
      production and distribution of messages
      social and technological research
9. REGIONAL AND INTERNATIONAL CO-OPERATION — PLENARY MEETINGS
   (a) Technical co-operation between African countries aimed at better use of the mass media and more efficient information flows
   (b) International co-operation and the role of Unesco
10. Adoption of the recommendations and of the final report
11. Closure of the conference

ANNEX II

ADDRESSES AT THE OPENING CEREMONY

Address by Mr. Guillaume Bwele
Mirister of Information and Culture

Address by Mr. Amadou-Mahtar M'Bow
Director-General of the United Nations Educational, Scientific and Cultural Organization

Address by H. E. Mr. Ahmadou Ahidjo
President of the United Republic of Cameroon

Annex II

Address by Mr. Guillaume Bwele
Minister of Information and Culture

Mr. President of the Republic,
Mr. Director-General of Unesco,
Distinguished Ministers and Delegates,
Ladies and Gentlemen,

The United Republic of Cameroon is honoured to welcome in its capital this morning the Intergovernmental Conference on Communication Policies in Africa: and we are delighted that His Excellency the President of the Republic has enhanced the lustre of this meeting by agreeing to make a speech himself in this chamber to proclaim the opening of the conference.

I should like in this context to extend a very warm fraternal greeting to all the delegates and experts, whose presence here clearly demonstrates that our nations are thoroughly aware of the role that information and communication must play in contemporary societies as part of mankind's development process.

Our very warm fraternal greetings go also to the whole Unesco delegation and to its leader His Excellency Mr. Amadou-Mahtar M'Bow. We should like to express to him our deep gratitude for all his efforts to secure the complete success of this conference, which lies at the heart of the "fight for man" which he has been steadfastly waging since his election to the headship of the Organization.

This is a memorable meeting, and a highly important one for Africa both because of Unesco's way of approaching the problem of information and communication and because of the topicality of this problem. Its solution affects the development of our countries and our continent, and the destiny of our world.

The First Intergovernmental Conference on Communication Policies was held at San José (Costa Rica) in July 1976, and was attended by delegates from the countries of Latin America and the Caribbean.

Next, delegates from the countries of Asia and Oceania met in Kuala Lumpur (Malaysia) in February 1979 at an Intergovernmental Conference on Communication Policies in that part of the world.

In welcoming today delegates from our brother African countries, under the auspices of Unesco and in the presence of the man who so felicitously guides our country's destinies, Yaoundé thus becomes the crucible in which by a process of dynamic concertation Africa's contribution towards the solution of the problems of information and communication must be hammered out before the General Conference of Unesco to be held in Belgrade in September.

The United Republic of Cameroon has within the limits of its resources done everything needful in the Organizing Committee to facilitate the work of this conference and allow the delegates, experts and observers now in Yaoundé to enjoy their stay among us.

We welcome you as brothers: accept us as we are, with the best we have to offer.

Our most earnest hope is that our discussions will proceed in an atmosphere of frank cordiality and mutual understanding, and thus produce results calculated to make an effective contribution towards the strengthening of African unity and the promotion of universal solidarity.

Address by Mr. Amadou-Mahtar M'Bow
Director-General of the United Nations Educational, Scientific and Cultural Organization

Mr. President of the Republic,
Distinguished Ministers and Delegates,
Your Excellencies,
Ladies and Gentlemen,

It is deeply moving for me to find myself again today in this continent, where I first became aware of the world and its problems, among so many friends, in the dynamic capital of the United Republic of Cameroon, on the occasion of the opening of the first Intergovernmental Conference on Communication Policies in Africa, convened by Unesco.

I should naturally like to begin by expressing my most sincere gratitude to the Government of Cameroon for the generous hospitality it has extended to this conference, and by extending my warmest thanks to His Excellency the President of the Republic, Mr. Ahmadou Ahidjo, whose presence among us greatly enhances the lustre of this opening meeting.

I extend my most cordial greetings to all the delegates of the African States assembled here, and a warm welcome to the observers from other Member States and the organizations of the United Nations system and to the representatives of other governmental and non-governmental international organizations whose presence here is evidence of their interest in the problems of communication in Africa.

Mr. President of the Republic,

It is fortunate that this conference, which is of outstanding importance, is being held here. This is a country which, by virtue of its position in the continent at the junction of geographical, linguistic and cultural areas and the varied nature of its colonial occupation may be said to reproduce at the national level all the specific features of Africa.

The conflicting influences to which Cameroon has been exposed might have had a deeply divisive effect upon the country. If this has by no means been the case, and unity has prevailed over division, it is thanks to the distinctive character of a political and humanist outlook that has been able to reconcile the various constituent parts of the Cameroonian family and make their mutually accepted differences into a powerful force for brotherhood. A modern nation gradually came into being, which you, Mr. President, its outstanding architect, define as "a community conscious of its interdependence and its common destiny".

From this exemplary experience of integration and pluralism, the conference that opens today will certainly be able to draw the most invaluable inspiration.

This conference, Mr. President, as the Minister of Information said earlier, forms part of the lengthy efforts made by Unesco to give in-increasingly considered thought to contemporary communication problems, in order to foster improved use of the mass media for the advancement of all peoples, particularly in the fields of education, science and culture, and to help bring about a truly free and balanced flow of information both internationally and within each region and society.

It follows on from the first two conferences organized on a regional basis for this purpose - the first for Latin America and the Caribbean at San José, Costa Rica, in July 1976, and the second for Asia and Oceania at Kuala Lumpur in February 1979. It also represents the culmination of the intense activity devoted to communication throughout 1980, with the publication of the Report of the International Commission Problems, and the organization in Paris last April of the Intergovernmental Conference for Co-operation on Activities, Needs and Programmes for Communication Development. This conference, which comes just before the twenty-first session of the Organization's General Conference to be held at Belgrade this coming September and October, will undoubtedly make an outstanding contribution to the debate on the establishment of a new world communication order more in harmony with each people's aspirations to dignity.

Mr. President of the Republic,
Ladies and Gentlemen,

Thanks to the prodigious advances of contemporary science and technology, and in particular to the development of modern communication facilities, we are now able simultaneously to keep track of the great events that each day shake our planet, and to face the main challenges to mankind as a

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whole. Thus little by little the use of these media is unsettling some of our most deeply entrenched certainties and upsetting attitudes and behaviour patterns anchored in our most distant past. We are still far from gauging all the consequences of this for the lives of each of us and the fate of each of our societies.

Such a development has had conflicting implications; it has given rise to a new open-mindedness, and essential ties between nations and cultures, while at the same time it has led to imbalances; it has produced its privileged few and also its neglected ones.

This is no doubt due to the fact that from the outset it embraced the logic of unequal relationships, and was soon attended by the twofold phenomenon of a concentration of resources and of production and distribution capacity. A few major communication industries with enormous material and technical facilities under their control are increasingly spreading throughout the world the use of standardized products, which tend towards world-wide uniformity of cultural models and consumer networks. Mass-produced messages originating from a few centres are commanding increasing attention in all other countries. This is already leading to a weakening of national and local forms of expression, and growing repression of potential for creative participation among peoples often reduced to the role of mere listeners.

Under these circumstances, all the developing countries without exception - and indeed, to a lesser extent, many developed countries - are afraid that a new form of dependence, more insidious and more corrosive than its predecessors, is emerging to their disadvantage as the result of an asymmetric communication system.

Such a situation would be all the more regrettable in that the same facilities differently used afford mankind an unprecedented opportunity at last to achieve the dream cherished by the sages of every epoch - that of mankind with true insight into its own nature, and through the peaceful contact of each culture with all others able for the first time to co-ordinate its creative abilities.

For this to be so, however, there seem to be certain prerequisites. The overall balance of information flows needs to be readjusted, not in a restrictive way but rather so as to allow of its full flowering; transmitting capacity needs to be redistributed so that there can be genuine pluralism; and privileged transmitters must be willing to become receivers so that the voices that now make themselves heard may be joined by all the others.

Such is the significance of the effort that clearly needs to be made, and to which Africa can make an outstanding contribution. This continent, which has so long been gagged and yet has remained so true to its deepest nature, has an irreplaceable contribution to make to the rest of the world at a time when the international community is trying to find new ways of basing relations between nations on greater justice. Your conference will, I am sure, afford a striking demonstration of this.

I should therefore like, ladies and gentlemen, before commenting on the main items of the agenda proposed to you, to make a few brief general remarks.

The first concerns the relationship between traditional and modern forms of communication. It is not possible to over-emphasize here the implications for individuals as well as for societies of the invasion of uniform behaviour patterns that is undermining interpersonal communication and causing mankind as a whole to be threatened by an irreparable loss of cultural substance. Admittedly, there can be no question of foregoing the advantages of contemporary technology; rather, the necessary links need to be made between the living forms of interpersonal and community communication and the mass media. Such a symbiosis, for which the need is increasingly being recognized, can be successful only in those cases where traditional forms of communication have retained their significance and force.

Africa would appear to be one of the places that constitute a particularly propitious testing ground for such syntheses, without this impeding the necessary development of modern communications.

It appears essential for there to be developed in the world a communications network consisting of a large number of systems tailor-made to each society, in which advanced technologies, instead of imposing a hard-and-fast single model everywhere, may flexibly be adjusted to the needs of all human communities. Instead of sending out a single message, this world-wide network would be open to a symphony of words, images and sounds reflecting the infinite variety of human societies and faithfully expressing the most deep-seated aspirations of all societies.

Communication is the nervous system of every social structure, the essential process through which ideals and values are able to be pooled. It should necessarily be included among those social imperatives that require priority attention, for the temptation might persist of considering the development of communication to be but a subsidiary requirement to be met only after other urgent social needs have been fulfilled. In many cases, however, when communication is inadequate within a society, there is a slackening off of effort.

Moreover, the adequate operation of communications can foster the full development of the ideals contributing to the safeguarding of human rights and ensure greater justice in interpersonal and social relations.

This being so, it is easy to understand the importance attaching to the problems of communication policies. The Intergovernmental Conference on Cultural Policies in Africa, held at Accra in November 1975, recognized in one of its recommendations the importance of such policies. Moreover, there is scarcely any industrialized nation that does not have an explicit or implicit communication policy, even though some of them sometimes seem to deny that such is the case.

It seems to me very important in this respect that there should be a capacity for the endogenous production of messages, which is the only way to bring about fruitful exchanges and enable freedom of information to flourish.

Few countries at this time possess adequate means of apprehending African reality as it directly affects them, and it is rare for news to flow directly from one country to another.

Most of the news relating to the continent is produced or disseminated by press organs or radio stations located outside Africa. The reasons for this situation must be examined.

This brings me to my final point: the need for regional and subregional co-operation, which, in the present state of affairs, would seem to offer the only hope of overcoming many of the shortcomings to be found in Africa. The endogenous will to produce and disseminate messages will be developed by a pooling of effort. But a joint undertaking of such breadth will call for mutual respect and, above all, a resolve to avoid trying to manipulate others for selfish ends. This shows how important it is to leave news reporters free to carry out their duties in a totally objective - and fully responsible - manner.

Ladies and Gentlemen,

I now come to the main working document you have been given. I am sorry you were not able to have it until shortly before the conference opened. The document is intended to suggest ideas on each of the items that appear on the provisional agenda submitted to you.

In order to prepare the document we drew on the experience and expertise of a great many African specialists, and, in its final form, we tried to give it the flexibility required by subjects as complex as the ones we are to discuss at this conference.

In the first place, you will find in the provisional agenda, at item 6, a discussion in plenary meeting of the present situation and trends in communication policies and of possible guidelines for defining national policies for planning the development of means of communication.

After that, it is suggested that two commissions be formed, one to discuss item 7, entitled "Problems and perspectives of communication in Africa", and the other to discuss item 8, which will concentrate on "Development of modern national communication systems".

If this suggestion is adopted, Commission I will consider the role of communication in an endogenous, global approach to development, in the assertion of national culture, in the promotion of school and out-of-school education and in the rising tide of science and technology. The Commission will then be called upon to turn its attention to information-flow problems in Africa, especially in the context of enhanced national unity and regional integration.

Here, the importance of interlinking traditional forms of communication with modern communication systems becomes very apparent, because such interlinking, in so far as it takes account of the African peoples' twofold desire to master progress while yet preserving their moral values and their collective identity, usefully points the way to the achievement of the necessary balance in other areas of social creativity.

In culture, for example, it can help to promote popular participation side-by-side with the development of intellectual, scientific, artistic and moral capabilities, so that the messages transmitted by the various communication systems will faithfully reflect the contribution each society can make to the cultural impetus of mankind as a whole.

In education, such interlinking can help to forge the links that are now essential between school and society. There is in many countries a growing realization of the need for better coordination between education policies and communication policies in order to overcome the contradictions that can arise between the processes of education and communication - the twin forces that together drive the living machinery by which knowledge is transmitted.

In science and technology, communication has proved essential to the progressive adaptation of attitudes and mentalities to the requirements of modern production and management. Not only does it enable each country, by means of present-day information methods, to have regular access to the data acquired in every other country; it also - more importantly - helps each society and geographical area in response to its own queries and requirements, to apply a process of selection, assimilation and creative development to the knowledge transmitted.

Commission II will discuss problems specifically related to the development of modern communication systems. After examining the existing situation, it will no doubt wish to determine the needs and priorities on which all communication planning must be based.

Planning decisions naturally have to be made at different levels - from the local community group, which constitutes the smallest planning unit, right up to the national and international levels. Commission II thus has before it the opportunity of studying some of the problems raised by the introduction of modern media into African societies, particularly problems connected with the specialist training needed, the optimal use of existing techniques, financial resources and the social and technical research by which decision-makers should be guided.

This Commission's deliberations may well lead it to take into consideration aspects of communication development recently dealt with at other national, regional and international meetings - such aspects, for example, as the development of infrastructures and the training of personnel.

It is suggested that the concluding plenary meetings of your conference be devoted, as shown in item 9 of the provisional agenda, to regional and international co-operation. In particular, it would seem essential to step up exchanges of experience in the matter of communication

policies and also to study ways of making better use of communication systems to build up progressively more intense information flows both within the continent and between it and the rest of the world. Many initiatives already taken in this respect are worthy of being reinforced.

Mention must be made, in this connection, of the part played by the Organization of African Unity, which has organized numerous study meetings attended by Ministers of Information and which is at present undertaking a project we wish the greatest success: the setting up of a Pan-African Press Agency.

Unesco and the other international agencies that are already giving you their assistance will doubtless be prepared to co-operate with you in whatever ways you decide. Where Unesco is concerned, it need hardly be said that we shall study your recommendations with the greatest attention and follow them up to the fullest extent of the means at our disposal.

Your Excellencies,
Ladies and Gentlemen,

In the course of its long and variegated history, Africa has known greatness continually alternating with destitution, freedom alternating with servitude, periods of misfortune alternating with periods of expansion. As the cradle of illustrious civilizations it has always fascinated the creative spirits of every age, but as a producer of immense riches it has all too often aroused covetousness and rivalry in others. Although subjected to unspeakable ordeals, it has triumphed over them again and again, always meeting the forces of oppression with the inexhaustible vitality of its creativity, from which, at each setback, it has drawn the energy it needed for a new rebirth.

During the time of the inhuman slave trade the sons of Africa, transported in their millions to the Americas as though they were mere productive machines, deprived of all inner life, still contrived - as did their descendants - to communicate to the societies that had reduced them to slavery all the wealth of their own forms of cultural expression.

Almost before the latest and most all-embracing of these trials - the colonization of the entire continent - had drawn to its close with the majority of the peoples of Africa achieving their sovereignty, the challenge of the next stage, namely the positive assumption of responsibility for the future, was already taking shape.

From one day to the next, African nations were faced with a series of problems which they had to learn to master all at once. They were led to seek, and to achieve, a crucial balance between being true to themselves and being receptive to others, between continuity and change.

This requirement, with its inextricably complementary constraints, was often seen as a dilemma - a false dilemma the horns of which were two apparently incompatible postulates - fidelity to cultural identity, regarded perhaps in some cases as a return to the past, and desire for progress reduced in other cases to the imitation of foreign models.

There were many, however, who realized that such a false alternative would eventually have a paralysing effect on Africa itself. The same industrial society that had produced slavery and colonization had also developed ideas of progress which have shaped the modern era, advanced our knowledge of nature and society and invented highly efficient organizational systems and technical processes. Their expertise, freely shared and consciously and independently adapted by Africans for Africa, may well provide the conditions for genuine independence - starting with giving the continent the keys to the solution of its most pressing problems.

The continent's present prospects as regards communication can be considered within this same pattern of shared and adapted expertise.

For centuries the peoples of Africa were relegated to the role of listeners: Africa kept quiet whilst other people's one-way speech resounded throughout its lands. Africans could at best act as the echo of transmitters elsewhere. It is only recently that African peoples have won the right to communicate with each other and with other peoples and to raise their heads proudly in an affirmation of their rediscovered identity.

The quest for an African way to independence, sovereignty and balance in the communications field will no doubt be difficult. It is going on in an international context over which the peoples of Africa have little control: a context of extremely rapid scientific and technological progress, whose driving force is sometimes hidden from them and whose practical achievements, instead of being made freely available to them, still serve to accentuate the outside pressure on them and increase their economic and technological dependence.

A situation such as this revives a sterile dilemma: whether to react against the race to modernization and opt out of it, or to go along with it.

It is now urgently necessary to strive to bring about an entirely new situation in which all countries, on whichever type of society they are modelled, can find the right conditions freely to pursue their own line of development. If Africa is to acquire communications policies and systems suited to its own present needs and future plans, what it needs above all is to draw on its own resources and put forth its creative and innovative imagination.

Thus new avenues to progress are awaiting to be explored - progress which will accept the living heritage of the past whilst reviving the whole fabric of society, and mobilize and deploy society's human and material resources, whilst being fair to every one of its members.

There is as yet no known model for this practical Utopia of the future. Africa can be the continent in which such models are set up and tested. In them, fidelity to its moral values and to cultural tradition is as important as the urge for knowledge, change and better conditions of life. African societies, which for all their many differences have often managed to resist the threat of depersonalization, are at present

in a ferment, ready as never before to set up new models in the communications and many other fields. This will be the continent's most valuable contribution to the world-wide quest for wisdom, by which communication could not only foster liberty, equality and mutual help but also make for dignity, justice, peace and solidarity between nations.

Your Excellencies,
Ladies and Gentlemen,

When in recent decades Africa put an end to the colonial period in human history, it shook to its very foundations a world order which for nearly five hundred years had rested on increasingly absolute domination by a few nations over all the others.

Now it is for Africa to put all its strength into refashioning a new and fairer world communications and information order for itself and all the peoples of the world. Africa will thus enter into a brotherhood in which everybody's voice will be equally heard and respected and everybody's words resound in other people's conscience as an echo of the human epic. My hope is that this conference may most decisively contribute to this end; and I wish your deliberations every success.

Address by H. E. Mr. Ahmadou Ahidjo
President of the United Republic of Cameroon

Mr. Director-General,
Distinguished Delegates,
Your Excellencies,
Ladies and Gentlemen,

Cameroon, meeting-ground and land of unity and dialogue, is happy today to act as host to the Intergovernmental Conference on Communication Policies in Africa, organized by Unesco as a stage in the setting up of a world communication and information order. Such an order, as the General Conference of Unesco stated at its twentieth session, presupposes "the formulation of policies and plans at the national, regional and international levels" and "the promotion of national systems in developing countries, and the establishment of a new equilibrium and greater reciprocity in the flow of information".

Here I should like to take the opportunity of expressing, on behalf of the people of Cameroon and myself, our great pleasure in welcoming Mr. Amadou-Mahtar M'Bow, the worthy son of Africa who so felicitously and forcefully presides over the destinies of Unesco. I should like to thank him for the kind and comforting words he has just spoken about myself and my country: it has admittedly never grudged its active participation in Unesco's activities, so sympathetic are we to the Organization's efforts to involve all peoples both in the great process of advancing and communicating knowledge and also in forging their common destinies.

It is also a pleasure for me to welcome the attendance at this Conference of a delegation from our Pan-African Organization. It is good that the OAU should always with encouragement and advice identify itself with activities calculated to promote the affirmation of an African personality in the building of the united, just and equal world towards which we so keenly strive.

In extending a warm fratneral welcome to our country to delegates from our brother African countries, members of the Unesco Secretariat, eminent representatives of institutions of the United Nations family and observers from non-governmental organizations and non-African Member States, we hope that their stay in Yaoundé will be most pleasant. We also hope that their work will succeed to the full extent of our hopes of achieving in the future, as part of the endogenous development of our countries, communications systems better adapted to the needs and aspirations of peoples.

In closing the Intergovernmental Conference for Co-operation on Activities, Needs and Programmes for Communication Development, Mr. Director-General, you opportunely pointed out that peoples are becoming increasingly aware that development in all its aspects - and especially its non-economic aspects such as culture, education, science and technology - can only be achieved if communications facilities are deliberately and fully used for this purpose and freedom of communication and information is guaranteed to everyone without exception. You also observed that imbalance in information flows on a world scale is a stumbling-block both to attempts at authentic development by the Third World countries and also to attempts at honest co-operation and equality of opportunity between them and the industrialized countries. Thus "certain regions and certain categories of peoples speak: the others listen".

Mr. Director-General,
Excellencies,
Ladies and Gentlemen,

Such is the inacceptable situation that we must endeavour to remedy. We must refuse to be haunted by a "passive consciousness" composed of feelings produced by external stimuli.

Under the daily bombardment of usually depressing and often catastrophic news, and given the tendentious way it is presented, there is a great danger that our feeedom of judgement will be impaired, our peoples doomed to take their intellectual cues from others and our personalities dissolved in the flood of misrepresentation with which we daily and increasingly tend to identify. Thus when people extol the extraordinary efficiency of the modern information media, realize that mass communications are the most powerful and most important vectors of education, culture and international democracy and social justice, they do not sufficiently appreciate that what is primarily involved is a technique at present largely controlled by a few privileged countries.

The truth of the matter is that in the information field as in so many others a terrible and alarming inequality exists.

It is our conviction that the world today needs modern communication systems which, instead of reinforcing dependence and domination through ideological or cultural subjugation, may rather help to foster dialogue and communication between peoples, promote scientific, technological and educational development, facilitate the adaptation of technologies to the realities and needs of each nation, and allow the affirmation or reaffirmation of national values by peoples whose awareness of their identity is based upon a long history - in a word, to create the conditions for giving and receiving, i.e. for a free and balanced exchange.

It is this that makes communication and information the nob of this great debate, whose outcome will go a long way towards deciding the future of mankind. The United Republic of Cameroon means to contribute to it through the various international organizations responsible.

In this context our country has taken an active part, within the United Nations system, in the work of the Group responsible for preparing the projects of the "77". Cameroon was the Co-ordinator of that Group in the telecommunications field, and with other States initiated several projects, including the following:

presentation of broad guidelines for co-operation in this field in order to promote the development and integration of subregional and international communication networks;

proposal to set up a Centre for Co-operation between the Non-Aligned Countries, and to hold a meeting in Yaoundé in May 1979 for Telecommunications Administrators of the Non-Aligned Countries to prepare for the World Radio Communications Administrative Conference;

initiation of the project for the Transport and Communication Decade in Africa, at the Conference on International Economic Co-operation.

The steps Unesco has taken since the Nairobi conference have borne their first fruit in Paris in 1978 with the Declaration on Fundamental Principles concerning the Contribution of the Mass Media to Strengthening Peace and International Understanding, to the Promotion of Human Rights and to countering Racialism, Apartheid and Incitement to War.

Hence we welcomed the Director-General's decision to hold this conference on communication policies in Africa in Yaoundé; for we consider it necessary, nay indispensable, for African information and communication policies to be drawn up on the basis of co-operation and concertation, so as to strengthen here the sense of African identity and contribute both to better relations and unity between our peoples and also to the economic, social and cultural advancement of our countries.

As I pointed out during recent meetings of the Congress of our great national party, the Cameroon National Union, which were concerned with the quest for control of our own development, the root cause of the failure of development during the First and Second Development Decades was primarily structural, and calls for a development strategy "in three basic mutually reinforcing parts, namely national development policies, international support for development work and collective self-reliance".

We must recognize and stress today that each of these parts must rest on a specific strategy in the information and communication field.

The first part, which relates to national development policies, requires developing countries to base their strategies on the principle of economic independence such as will reduce undue dependence on the outside world. In our view it can only achieve the desired results by first defining a national information policy; and this implies, inter alia, a concerted strategy for all the development sectors concerned.

Hence the principle of endogenous development pursued by Cameroon goes hand in hand with the principle of a democratic rule that must pay as much attention to collective membership and participation as to efficiency and responsibility, and must always be reflected in national information bodies.

With a view to making information more accessible to all citizens, therefore, the Cameroon Government set out to establish seven radio stations, as part of a co-ordinated network suited to the physical configuration of our country and hence calculated to meet the information needs of the whole population.

The same concern for collective participation and the practical implementation of democratic rule led our government initially to adopt a cautious attitude to the establishment of a national television network, so as to ensure a more thorough preparation of the project; studies have already been completed, and provide for the progressive extension of such a network to the country and the future development of national programmes.

This component part relating to national policy, which calls for the drawing up of a specific information policy, makes it necessary - in the context of endogenous development - to reassert the value of our traditional cultures and national languages, and also to make judicious use of traditional means of communication; for the freedom of expression we are proclaiming here must not exempt us from satisfying a fundamental cultural demand, namely that dictated by the need to assert the Cameroonian and African personality in every sphere, inasmuch as "awareness of our national identity, which permeates our entire nation-building policy, shows that we reject every form of cultural alienation, that we have enough creative strength to give concrete substance to that identity in every sphere and that we are unshakeably resolved to fashion our destiny with our own hands".

The second part of the development strategy has led us to believe that our development work can only succeed if there is at the same time a reshaping of the international economic setting -

and this must in turn rest on a better flow of information between all the regions of the world.

This conference is thus an expression of a vital need: the need felt by all men and peoples of goodwill to reduce past imbalances and dependences in the information and communication field and construct a new system of international relations based on equality between peoples and solidarity between nations.

International co-operation must be strengthened by reducing the tensions implicit in the imbalances in question, these being created chiefly by the sheer volume of news which the industrialized world pours into the developing countries. This news is a powerful dominating force, and brings with it disruptive currents of ideologies and interests which are liable to endanger the traditional cultural values of our societies.

Hence where Africa is concerned we must emphasize the third part of the development strategy of our time: the notion of "collective self-reliance", implying a need for the developing countries to organize greater co-operation in order more efficiently and more extensively than in the past to use "the real and potential complementarities of our countries".

This august assembly thus seems to be the right setting for establishing this collective self-reliance in the information field in Africa on a basis of dialogue and concertation, in the sense of "promoting the working out and application of communication planning methods; developing modern communication systems and infrastructures and adapting new technologies; training communications specialists and developing training establishments; and fostering access to communications facilities and greater public participation in media programmes and management".

We must here pay tribute to the work already done by the OAU in this sense to set up a continent-wide Pan-African News Agency to be an effective instrument for the liberation of the African peoples. We must set it up with realism and method, in order to facilitate the flow of information between our States and in particular to control the use of news about Africa.

We consider it necessary, however, to give this self-reliance in the field of information and communication a firm foundation by developing a comprehensive philosophy consistent with the wealth of the African personality and calculated to ensure that our continent will be able to make a positive contribution to the forthcoming discussions at the Belgrade conference, which we regard as an extremely important event in the "dialogue between civilizations".

Such, in our view, should be the main subject of your deliberations during the present conference, which should live up to the expectations of Africa and the world; for here as elsewhere "Africa will only live up to the expectations of mankind if it manages to set an example and introduce a type of human relationship capable of fostering a new form of civilization".

I do not doubt for a single moment that the pursuit of your quest will lead you to scale the peaks of African history, there to extract the seminal factors of our personality; for, so we believe, Africa, which was the cradle of civilizations, undeniably has "its contribution to make to the general advancement of human knowledge and to the quest for the well-being of mankind, in a sense of solidarity between all nations aimed at ushering in a civilization based on universal values".

Mr. Director-General,
Ladies and Gentlemen,

Our role, in short, is to fight the trend towards the kind of standardization that would in the long run lead to collective impoverishment; and to help the peoples who are being introduced to the mysteries of advanced technologies not only to safeguard but also to develop their own identity and creativity - in other words, their own interpretation of human destiny and their own modes of expressing man's quest for truth and dignity. This committed approach will allow us to transcend the state of mere coexistence between civilizations and set up true communication between them, so that their contacts will bring about mutual enrichment through respect for the original features of each.

Is this not an expression of that modern humanism of universal scale which, as Victor Hugo put it, "unites man with man and mind with mind"?

Cameroon, for its part, true to its practice of dialogue and receptiveness, is ready in so far as its means permit to make its modest contribution to the success of this humanist undertaking, which will foster dialogue and communication between peoples and their active participation in the building of a more peaceful, juster, more interdependent and more human world.

The Intergovernmental Conference on Communication Policies in Africa is hereby declared open.

ADDRESSES AT THE CLOSING MEETING

Address by Mr. Amadou-Mahtar M'Bow
Director-General of the United Nations Educational, Scientific and Cultural Organization

Address by Mr. Guillaume Bwele
Minister of Information and Culture

Address by Mr. Amadou-Mahtar M'Bow
Director-General of the United Nations Educational, Scientific and Cultural Organization

Mr. President,
Distinguished Ministers,
Your Excellencies and Delegates,
Ladies and Gentlemen,

In the closing moments of the Intergovernmental Conference on Communication Policies, organized by Unesco in Africa for the first time, it is an especial pleasure for me to express once again my profound gratitude to the Government and people of the United Republic of Cameroon for the warmth of their welcome and for the generosity of the facilities they have placed at our disposal. The climate of trust and fraternal friendship they have created around this conference has constituted much to the success of its work.

First and foremost, therefore, I would like to ask you, Mr. Minister of Information and Culture, to convey the gratitude of us all and that of Unesco in particular, to the Cameroonian authorities and especially to H.E. Mr. Ahmadou Ahidjo, the President of the Republic.

My thanks go also to you personally, Mr. Minister Guillaume Bwele, for the extreme courtesy and efficiency with which you have presided over this perfectly conducted conference.

I wish also to express my thanks to the Vice-Presidents and Rapporteur-General of the conference and to the Chairmen, Vice-Chairmen and Rapporteurs of the two Commissions, to whom our meeting also owes its success.

Congratulations and thanks are indeed due to all of you, ladies and gentlemen, delegates and observers. The highmindedness which you have brought to questions of such complexity and of such importance to human relations and to the future of societies as those of communication, the frankness, courage and sense of freedom with which you have all expressed your views, and the spirit of tolerance and mutual understanding you have shown throughout, do you honour and do honour to this whole continent. Africa, speaking through you, has shown once again that it has left behind the era of sterile invective and polemics and that, while purposefully seeking to solve its own problems and its countless difficulties, it also desires to contribute to the emergence of a new world, a world of justice, freedom and peace, where the dignity of every individual and of all peoples will at last be recognized and safeguarded.

For my part, I have been most touched by the words of esteem and friendship you have all addressed to me and by the many marks of trust and fraternal solidarity you have constantly shown me throughout these days that I have lived intensely beside you, in the unison of our peoples, whose distresses and hopes, as you know, I share.

Your encouragements will be a valuable stimulus to me in continuing a task which is exceptionally difficult in the present world situation but whose magnitude and, above all, importance for all peoples that love freedom, peace and justice become clearer to me every day.

It is true that not the whole of Africa has been represented at this conference, and it is a pity that difficulties prevented a few Member States from sending delegations to Yaoundé. But the high level of the delegations present here and the quality of the work accomplished justify the claim that the aspirations of the entire African continent have been faithfully reflected in your recommendations.

We must also rejoice in the fact that, for the first time, a representative of independent Zimbabwe has participated in a Unesco forum. The deeply warm welcome given to him by all the participants and the moving expressions of brotherhood addressed to him reflect the African peoples' hope to see the last vestiges of racism and colonialism vanish from this continent for ever.

Mr. President,
Your Excellencies,
Ladies and Gentlemen,

In view of the richness of your deliberations and the number of recommendations you have made, it would no doubt be rash to attempt here and now, in this brief address an exhaustive review of your work or even to try to extract all the lessons to be learned from it. I shall therefore confine myself to emphasizing a few compelling ideas that emerge from your work, and especially from the recommendations and the Yaoundé Declaration which you have just adopted.

The first and probably the most moving

impression left by this conference is that it has demonstrated once again the astonishing convergence of the aspirations of this continent's peoples, who only yesterday were still separated and compartmented by various barriers. Those peoples, who today are free, are fully conscious of their common destiny; and they are moved - as can be seen from the conclusions of your work - by the will to unite in seeking solutions commensurate with the difficult problems they face in all fields and particularly in those of communication. We regard this as an encouraging sign for the future of co-operation not only between the countries of Africa but also between this continent and the other regions of the world.

From the opening days onwards, your analyses have revealed the clear vision you possess of the problems of communication in Africa.

Your delegations' appraisal of the present situation was reflected in particular, in the eloquent words spoken by H.E. Ahmadou Ahidjo, President of the United Republic of Cameroon, in his inaugural address to this conference.

"There is agreat danger", he said, inter alia, "that our freedom of judgement will be impaired, our peoples doomed to take their intellectual cues from others and our personalities dissolved in the flood of misrepresentation with which we daily and increasingly tend to identify. Thus when people extol the extraordinary efficiency of the modern information media ... they do not sufficiently appreciate that what is primarily involved is a technique at present largely controlled by a few privileged countries. The truth of the matter is that in the information field as in so many others a terrible and alarming inequality exists. But what matters most is that reflection should lead to action, to a concentration of efforts to redress the situation and make communication and information the nub of this great debate, whose outcome will go a long way towards deciding the future of mankind".

The proposal that a review of everything Africa has done so far to develop the mass communication media should be carried out, with the help of Unesco in order to provide better guidelines for future action seems to me the clearest sign of a renewed will to speed up the transformation of a still unsatisfactory situation. No one will be able to say that this conference was lacking in the will to pin down the problems, or even in the spirit of self-criticism. You have seen fit to enumerate the institutes, schools, research centres, production studios, workshops, rural press centres, broadcasting stations and so on that have been opened in the recent past. You have also made it plain that nowhere outside Africa have these achievements cost so much in effort and sacrifice on the part of such impoverished peoples; but in addition you have frankly listed the shortcomings.

Several delegations spoke of the machinery, agencies and national and regional centres which, in full operation, could have enabled African communications to develop faster but which are held back by ageing infrastructures, lack of resources and sometimes even insufficient interest on the part of all those who should be helping them to thrive.

This situation has even brought some of you round to the view that it might perhaps be wiser to take steps to make better use of the existing structures before starting to set up new ones.

It does indeed seem essential to begin by strengthening the existing potential and to make full and proper use of it; but that need not mean forgoing the creation of new facilities in spheres not yet - or not properly - catered for or in those where special needs arise. Here again, efforts will need to be pooled wherever possible.

In expressing the ardent wish that present-day divisions between African countries should be overcome so that the continent may be equipped with integrated, efficient communication systems, many of you have drawn attention to the essential role of communication in strengthening solidarity and peaceful understanding between nations.

Where communication is lacking, ignorance of others takes root - a source of mistrust and ultimately of tension and conflict. Your conference has amply confirmed that any situation of incommunicability must be overcome wherever it exists, so that a true dialogue may be set up that will release the capacity of all peoples for expression. The will for thought leading to action seemed to me particularly evident when you discussed the topic of existing imbalances in the communication field. After describing the situation as unacceptable and even abnormal, you then firmly declared that Africa had no intention of playing the victim and would see to it that, on this continent disparities did not widen between different strata of the population.

The will to set up a freer and more balanced circulation of information in the world goes hand in hand with an equal will to ensure the democratization of information within individual countries.

The appeal for international solidarity, which in Africa's case - for reasons I need not go into here - it is only right to make, has no other aim than to set in full career the progress which is one of the most reliable guarantees of freedom.

In analysing the problems presented by the rational planning of communications, you had occasion to emphasize the continent's linguistic wealth. This is a question that merits closer study. The plurality of languages, as already pointed out by the Intergovernmental Conference on Cultural Policies in Africa, held at Accra, and as you have just forcefully affirmed in the Yaoundé Declaration, can be a fruitful source of mutual enrichment through modern communication media. Unesco, for its part, has spared no effort to safeguard Africa's linguistic heritage. Language, the only human invention capable of expressing ideas, values, feelings and the individual's perception of objects, constitutes a logical, structured system of symbols that no other code can ever replace.

The plurality of languages must therefore be given full weight in establishing any rational

network of communication in societies where ethnic diversity often necessitates the use of more than one language.

Another guiding principle that was in evidence throughout your discussions was that of the specific nature and role of traditional forms of communication and their incorporation in modern information systems.

That problem is bound to have major implications for both research and action if a truly harmonious synthesis is to take shape. Present-day communication, forced as it is into channels that inhibit any response, is the antithesis of the traditional forms which rely essentially on dialogue. The will you have expressed to preserve the vitality of traditional African forms of communication by bringing them into symbiosis with modern technology seems to me fraught with innovative promise not for Africa alone but for the entire world; for the most fruitful forms of culture are always the product of contemporary reinterpretation of an historic heritage.

That, doubtless, is why you have viewed the fundamental problem of developing communications as a technological and institutional process based on mastery both of the traditional media and circuits and of the most advanced technologies.

You took the view that, in order to achieve this, studies should be undertaken on the strategies best suited to the needs of Africa and on the gradual creation of African industries capable of producing the appropriate technical equipment. You accepted the possibility of using satellites, while pointing out that the number of satellites that can be used is as limited as the number of radio frequencies and that Africa cannot afford to ignore a question which puts at issue, in the long run, nothing less than the preservation of every nation's specificity and the opportunity for every people to make its voice heard.

Any degree of mastery of modern communication media, however, calls for a wide range of skills that are often severely lacking in Africa. You therefore rightly dwelt on the problems of vocational training and in this connection called first of all for the consolidation of existing teaching institutions and at the same time for the establishment of an African institute of higher training and other centres capable of meeting the most urgent needs quickly. You will be able in this way to develop the endogenous production of messages, the importance of which you have stressed. There can be little doubt that in situ production of software will help to reduce the existing imbalances to some extent. You recommended in this connection that studies should be undertaken on the prospects for setting up sufficiently diversified African communication industries. You also recommended that the production and co-production of films should be increased, that book publishing should be strengthened and that a bank of audio-visual messages should be established, and you emphasized the need to set up permanent research machinery that could periodically take stock of the needs and priorities.

The situation of the most deprived segments of African populations did not escape you; you did well to express the hope that governments would give priority attention to the needs of the rural masses and ensure their effective participation in the communication process by providing them with the opportunity to make their voices heard and especially to make known their needs and aspirations. In this connection you noted that radio would continue to play the leading role, but you did not overlook the need to develop the rural press in the languages spoken by the public.

This confirms once again the importance of the mass communication media in developing education, strengthening cultural identity and popularizing science and technology and the need for better co-ordination between the different sectors with responsibilities in those fields in a given country.

With regard to the pooling of efforts at the regional level you dwelt at length on the difficulties besetting some of the agencies that have already been set up, such as URTNA, PANAFTEL and PANA. You expressed the hope that they would receive more active support from governments and also from international organizations.

I can give you an assurance that Unesco, for its part, will continue to lend them its support and that I shall personally champion the cause of strengthening them wherever the need arises, for I am aware of their importance to the future of this continent.

There was lengthy discussions on the problem of resources, and in particular on the possibility of establishing a special fund for the development of communication systems in Africa. As you know, I shall shortly be submitting to the General Conference at its twenty-first session in Belgrade the results of the Paris conference relating to the establishment under Unesco of an International Programme for the Development of Communication, to which you made frequent reference in your recommendations in particular, and which provides for an appropriate financing system. Personally, however, I see no conflict between, on the one hand, the will to mobilize greater resources in order to strengthen African capacities for communication and, on the other, the implementation of that Programme. What matters is that, when the come comes, the interaction of the plans should be studied to ensure that the activities complement one another.

I said in my opening address that subregional and regional co-operation seemed to me, in the present state of affairs, one possible way to make good some of the shortcomings observable in Africa. I am happy to note that the will to strengthen inter-African co-operation has been one of the dominant themes of the Yaoundé conference. Several recommendations suggest ways and means of strengthening and developing such co-operation. The pooling of resources is in some cases the only way to achieve the critical mass that can trigger truly effective action. As certain delegates pointed out, however, there are spheres in which national effort is essential in order to give regional co-operation its full vigour.

Mr. President,
Your Excellencies,
Ladies and Gentlemen,

AFRICOM has been the third major intergovernmental conference Unesco has held on communication policies.

It is true that the very concept of communication policy, when it was first mooted, immediately gave rise to fears of a takeover of the various media of expression by the political authorities, or even that such a policy would stifle freedom of speech. Your conference has shown once again that the establishment of a policy and of rational planning of communication should, on the contrary, help to strengthen democracy and to bring freedom to its full flower by extending the opportunity to communicate, to inform and to be informed to all strata of the population and by helping to correct the inequalities observable today.

In this connection, as the Universal Declaration of Human Rights proclaims in Article 19: "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers".

The Constitution of Unesco had already made it clear that one of the main purposes of the Organization should be "the unrestricted pursuit of objective truth, and... the free exchange of ideas and knowledge".

In this way there was laid down the principle of the right to communicate, which broadens the traditional notions of freedom of the press and freedom of information.

For millions of human beings, however, that freedom is apt to be rendered illusory by the growing complexity of techniques, the high cost of installations and the conditions surrounding the use of the modern media.

In these circumstances, to deny the responsibilities or role of the State might well lead to unbridled development of power in the hands of individuals for whom their own interests would be the sole criteria in a sphere where the destiny of so many peoples is at stake. Radio broadcasting has demonstrated, moreover, the extent to which the Member States are involved, for it is they who determine, throughout the world, the frequencies to be used in the common interest. Today, in reality, every State exercises responsibilities towards its own citizens in the matter of communication.

The essential thing is that communication policies should be guided by the fundamental principles of democracy, should guarantee justice and should contribute to the flowering of freedom.

As Pope John Paul II said, speaking of the means of social communication when he visited Unesco on 2 June last: "Since these media are the 'social' means of communication, they cannot be the means of dominion over others wielded by the agents of political or financial power who set out to dictate their own programmes and their own models".

The freedom of spirit which I mentioned earlier, and which you have shown throughout your discussions, and your will to make communication a preferred instrument for progress and for strengthening the unity of the peoples of this continent in their difficult quest for complete mastery over their destiny, open up new prospects full of promise for the future.

Before ending these remarks, therefore, I want to tell you that we shall examine with the closest attention the recommendations you have adopted and that I shall do everything in my power to give effect to them in the most appropriate way. Inter alia I am considering setting up a small committee composed of qualified eminent Africans to advise me on the right steps to take to improve the Organization's efforts, taking into account your recommendations and the resources it is possible to muster. Those recommendations express your determination to blaze new trails to the point where Africa can fuse the treasure of its wisdom and of its most fruitful traditions with the enriching contributions of modernity.

May Africa attain for itself, as well as the perfected tools it needs, the just, precise goals of its happiness.

As a contemporary poet has said: "for him who walks there is no track, the track is made by walking". May Africa make its track by walking, with a firm and confident step in the direction of more vigorous communication; and may it, in doing so, contribute to a more universal awareness of the necessary solidarity that henceforth links all peoples with one another.

I see this Yaoundé conference as one of the shining beacons on Africa's long march towards full mastery of its new history.

Annex III

Address by Mr. Guillaume Bwele
Minister of Information and Culture
President of the Conference

Mr. Director-General,
Distinguished Delegates,
Excellencies,
Ladies and Gentlemen,

The Intergovernmental Conference on Communication Policies in Africa, which opened ten days ago, is drawing to a close.

The Cameroonian people, and their eminent Head of State, H.E. Mr. Ahmadou Ahidjo, are highly gratified at the genuine spirit of concerted endeavour and mutual comprehension that has prevailed throughout the proceedings.

Our awareness of the size and importance of communication problems in Africa and in the modern world, and our sense of dialogue and fraternity, have enabled us to steer clear of many pitfalls and, in the Yaoundé Declaration on Communication Policies in Africa, henceforth destined to occupy an important place in the history of our continent, to lay the foundations for a common approach.

We acknowledged the outstanding and quite unique role of communication in the social group, and we concluded that the degree of a society's development is related to the degree of integration of its communication networks.

We thus regarded communication as an instrument of national cohesion and development and as a very special means for achieving the liberation of the African peoples.

The contemporary world, indeed, provides proof of the inescapable correlation that exists between the growth of communication and the constitution and development of societies, the transfer of education and science and the assertion of a people's cultural identity.

Thus, communication - as a key development sector - requires the establishment of suitable infrastructures enabling it to cope, in a realistic and methodical way, both with the vital work assigned to it by the other development sectors and with the dangers of acculturation, assimilation and alienation to which our countries and our continent are subjected through continual bombardment by the foreign media.

We thus acknowledged, reaffirmed and extolled the unique role of communication in this Africa which is still suffering from the after-effects of colonization and is being used as an arena for conflicting influences, but which is seeking to find its way through its traditional cultural differences in the face of other ways of life that are trying to impose themselves.

We therefore have every reason to be pleased with the outcome of this fraternal meeting held only a short time before the twenty-first session of Unesco's General Conference. It has been a memorable meeting, enabling us not only to review the position of communication on the African continent but also to meet the requirements of the three strategies for modern development put forward by our Head of State at the opening of this conference, namely national communication policies, collective self-reliance within a framework of regional co-operation, and international support for development efforts in this sphere.

Most of all, this fraternal meeting is memorable in that after such a full and lively discussion, Africa will be able to speak with a single voice in the great debate that awaits it. It has taken stock of its weaknesses, assessed its strengths and revealed its fruitful cultural diversity so that it can now join in the great movement of give and take called for by the "dialogue between civilizations" that must form the basis of the new international information and communication order.

However, as our Head of State is fond of saying, "there is no dignity in relying on others for everything". We must therefore demonstrate our ability to meet the challenge together and show the force of our creative genius by taking the initiative in devising our own practical solutions, in keeping with our needs, our means, prevailing conditions and - always - the originality of the African character and its constructive traditions.

This means that regional and subregional co-operation must be stimulated, encouraged and given priority so that it can engender the vitality necessary in order to expand intra-African co-operation for the development of communications infrastructures and the training of the required numbers of properly qualified specialists.

The great lesson to be drawn from this meeting, and one that we see as confirming the validity of an article of faith held by the Government of the United Republic of Cameroon with regard

to information, is that the main purpose of developing infrastructures must be to base communication on greater participation in information by the citizens - in particular, the ordinary people. This will contribute to their education, to the shaping of the national conscience, to the improvement of the people's standard of living and to their control over their own destiny, and hence to the strengthening of democracy, the assertion of the African personality and the promotion of peace and universal solidarity.

Mr. Director-General,
Distinguished Delegates,

We must now take leave of one another to attend to the many duties calling us in connection with the building of our nations and with our daily tasks.

On behalf of all the delegations present, I offer Unesco and its Secretariat my sincere congratulations and thanks for the painstaking and efficient organization of this conference, whose undoubted success constitutes, in our opinion, yet another triumph for its Director-General in what we have described as "the 'fight for man' he has been steadfastly waging since his election to the headship of the Organization" - a fight in which, on behalf of us all, I wish him further victories in the future.

I also warmly congratulate the members of the Steering Committee of the conference, without whom I could not have borne the weighty responsibility of presiding over our proceedings, a responsibility that was an honour for my country and myself. I congratulate the Vice-Presidents, the Rapporteur-General, the Secretary-General and the Chairmen of the Commissions, and I thank them for their valuable assistance.

May I express my sincere and profound gratitude to all the delegates of brother countries for their sustained contribution that enabled our work to reach a successful conclusion.

We should have liked to keep you here longer and lavish on every one of you the warmth, esteem and fraternity to be found in this country - the United Republic of Cameroon, crossroads of peoples, races and traditions and cultural synthesis of Africa, which you have honoured, as we said, "by making it the centre of this great debate, whose outcome crucially affects the development of our countries and also the growth of the unity of Africa and mankind".

Thanking you again, at this our last meeting, for the privilege you bestowed upon me in electing me President of this conference, I wish you all, from the bottom of my heart, a safe journey home.

I declare the proceedings of the Intergovernmental Conference on Communication Policies in Africa closed.

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ANNEX VII

LIST OF DOCUMENTS

I. Working documents

Provisional agenda	CC-80/AFRICOM/1
Provisional rules of procedure	CC-80/AFRICOM/2
Working paper	CC-80/AFRICOM/3
Annotated provisional agenda	CC-80/AFRICOM/4

II. Information documents

General information document	CC-80/AFRICOM/INF.1
Suggestions concerning the organization of work	CC-80/AFRICOM/INF.2
List of documents	CC-80/AFRICOM/INF.3
Provisional list of participants	CC-80/AFRICOM/INF.4

III. Reference documents ("Reports and Papers on Mass Communication Series")

E = English

F = French

A = Arabic

Television traffic - a one-way street? A survey and analysis of the international flow of television programme material, by Kaarle Nordenstreng and Tapio Varis (E, F)	No. 70
National communication systems - some policy issues and options, by E. Lloyd Sommerlad (E, F)	No. 74
Access: technology and access to communications media, by B.R. Webster (E, F)	No. 75
Towards realistic communication policies. Recent trends and ideas compiled and analysed, by John A.R. Lee (E, F)	No. 76
Cross-cultural broadcasting, by Eduardo Contreras, James Larson, John K. Mayo and Peter Spain, of the Institute for Communication Research, Standford University (E, F)	No. 77
National communication policy councils - principles and experiences, by Marco Antonio Rodrigues Dias, John A.R. Lee, Kaarle Nordenstreng and Osmo A. Wiio (E, F)	No. 83
Mass media: the image, role and social conditions of women - a collection and analysis of research materials, by Mieke Ceulemans and Guido Fauconnier (E, F)	No. 84
News values and principles of cross-cultural communication, by Alcino Louis da Costa, Yehia Aboubakr, Pran Chopra and Fernando Reyes Matta (E)	No. 85

Mass media codes of ethics and councils, by Clement Jones (E) No. 86

IV. Communication policies series

Communication policies in Zaire, by Botombele Ikanga Bokonga (E, F)

Communication policies in Nigeria, by Frank Okwu Ugboajah (E, F)

Communication policies in Kenya, by Peter Mwaura (E, F)

V. Other documents

A guide to the operation of the Agreement for facilitating the international circulation of visual and auditory materials of an educational, scientific and cultural character - Beirut Agreement - adopted by the General Conference of Unesco at Beirut, 1948 (E, F, A)

Importation of educational, scientific and cultural materials - A guide to the operation of the "Florence Agreement" and its Protocol - adopted respectively by the General Conference of Unesco at Florence in 1950 and at Nairobi in 1976 (E, F)

Final Report: San José, 12-21 July 1976 - Intergovernmental Conference on Communication Policies in Latin America and the Caribbean (E, F)

Final Report: Kuala Lumpur, 5-14 February 1979 - Intergovernmental Conference on Communication Policies in Asia and Oceania (E, F)

Declaration on Fundamental Principles Governing the Contribution of the Mass Media to Strengthening Peace and International Understanding and to Combating War Propaganda, Racialism and Apartheid (E, F, A)

Final Report: A meeting of consultants on "The free and balanced flow of information within a new communication order", Paris, 18-21 December 1978 (E, F)

Communication Education in Africa (DCS document, 1977), (E, F)

CIC monographs and documents

Infrastructures of news collection and dissemination in the world (International seminar in Stockholm, 24-27 April 1978) organization - discussions - conclusions No. 19 (E, F)

Comparative account of national structures for policy and decision-making in the communication field (prepared by the International Institute of Communication), No. 28 (E, F)

Survey of international structures for policy and decision-making in the communication field (prepared by the International Institute of Communication), No. 29 (E, F)

The new world information order (M. Masmoudi, Tunisia, Member of CIC), No. 31 (E, F, A)

Aims and approaches to a new international communication order (B. Osolnik, Yugoslavia, Member of CIC), No. 32 (E, F)

Communication for an interdependent, pluralist world (E. Abel, United States of America, Member of CIC), No. 33 (E, F)

Call for a new international information order: preliminary remarks (G. El-Oteifi, Egypt, Member of CIC), No. 33bis (E, F, A)

Shaping a new world information order (speech of the President of the International Commission at the "Forum 1979"), No. 33ter (E, F)

Some remarks on the relation between the new international information order and the new international economic order (J. Pronk, Netherlands, Member of CIC), No. 35 (E, F)

A philosophy for development communications: the view from India (B.G. Verghese, India, Member of CIC), No. 44 (E, F)

Interaction between culture and communication (M. Lubis, Indonesia, Member of CIC), No. 76 (E, F)

Communication technologies of the 1980s (I)

1. The implications (K. Schaefer and A. Rutkowski, United States of America)
2. The future of computer communications (D. Parkhill, Canada), No. 81 (E, F)

Communication technologies of the 1980s (II)

3. Development of television broadcasting technology (M. Krivosheev, USSR)
4. Recent progress and its impact upon communication policy and development (R. Gazin, Yugoslavia), No. 82 (E, F)

Communication technologies of the 1980s (III)

5. The social implications (S. Komatsuzaki, Japan)
6. Future trends (Yash Pal, India), No. 83 (E, F)

Freedom and responsibility of journalists, No. 90ter (E, F)

Main forms of traditional communication: Egypt (S.M. Hussein, Egypt), No. 93 (E)